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ABSTRACT

This overview of services extended to students, faculty, staff, and administration by the Learning Resources Center includes an assessment of the staff and funding needed to support its continued growth, as well as reports on the various facets of its operation. Both narrative and statistical reports are provided in each of the service areas: (1) projection and related services, equipment check-out, and inventory of AV equipment; (2) maintenance and repair services; and (3) local production, including graphics, the CCTV facility, and photography. Descriptions of the staff and facility include a list of publications by staff members and floor plans of the LRC. Some of the strengths of the LRC are discussed, as well as current problems, and seven specific recommendations are offered. (MER)

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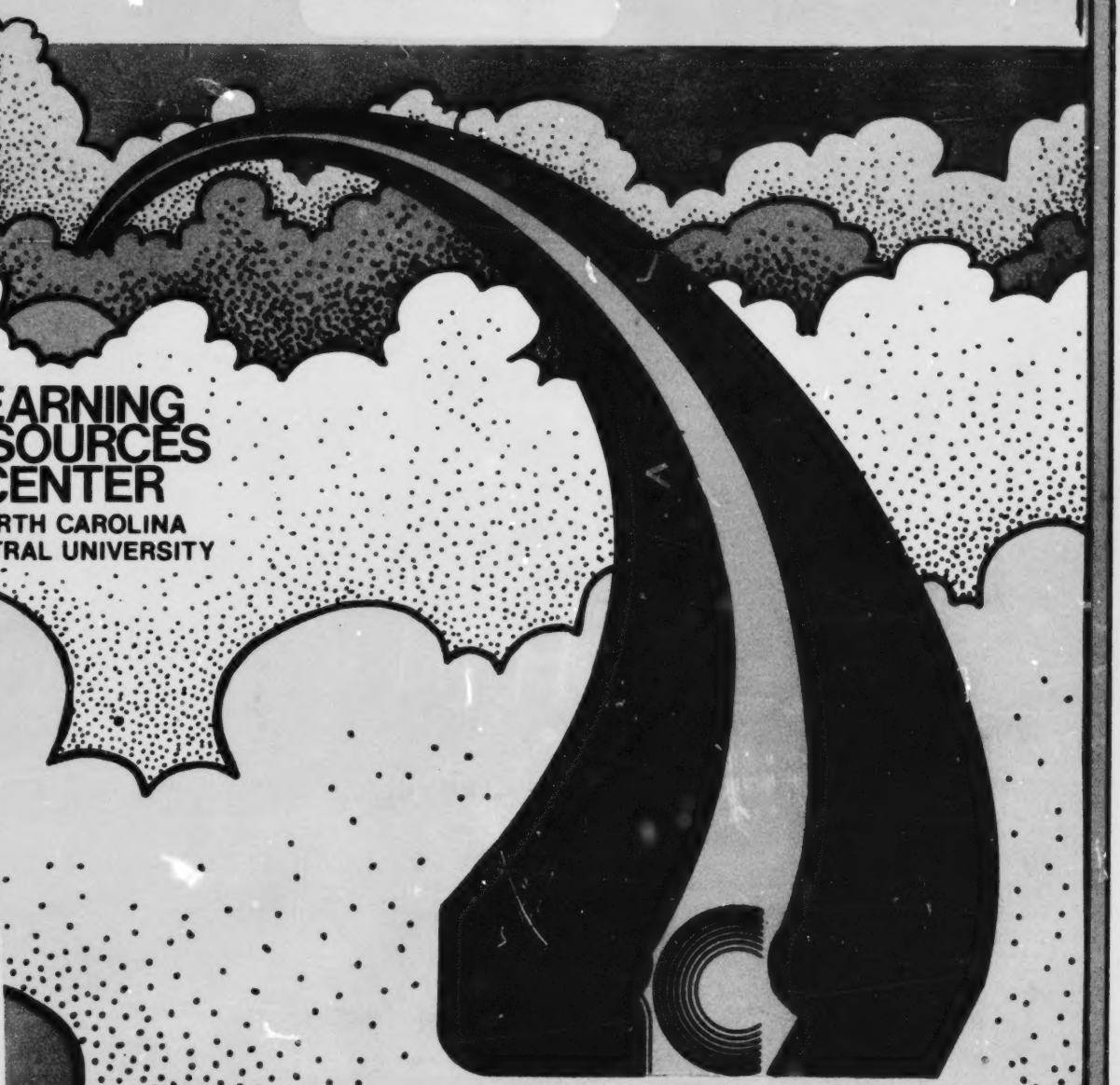
LEARNING RESOURCES CENTER

NORTH CAROLINA CENTRAL UNIVERSITY



twenty-ninth annual report

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Marvin E. Duncan

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

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TO: Dr. Walter H. Pattillo, Dean, Undergraduate School

FROM: Marvin E. Duncan, Director, Learning Resources Center

RE: The Twenty-Ninth Annual Report, 1978-79

DATE: May 28,1979

The Twenty-Ninth Annual report provides the administration at North Carolina Central University an overview of a variety of services extended to students, faculty, staff and the administration. Hopefully, these services complement the academic programs of the University by presenting cognition via a multiplicity of information dissemination channels. As the Center continues to grow in terms of acquisition of equipment, materials and staff, we will be able to provide more effective and efficient services and in turn play a more significant role in the learning process.

Thanks to Mr. Aaron Jermundson for gathering data and writing the original manuscript for this report and to Mr. Merriell A. Jay who assisted Mr. Jermundson. Special thanks to Mr. Jay for the quality artwork which appears throughout and to Miss Carrie Davis for typing the report.

Recommendations

The service function of the Learning Resources Center has expanded considerably during the past few years. This function has grown in terms of staff acquisitions as well as procurement of equipment and materials. Three persons joined our staff within the past five years. One of these persons is in charge of projection and related services. The other two are graphic artists. All three are currently employed with AIDP funds. Countless requests have been made to employ these persons either in SPA or tenure track positions. This way, should AIDP funds become unavailable, these persons would continue to be employed by the University and assigned to the Learning Resources Center.

These requests were forwarded to the Chairman, Education Department; the Dean, Undergraduate School; the Vice-Chancellor for Academic Affairs; and to the Chancellor. To date, nothing definite has been promised relative to these positions. It would be a severe blow to the service function should we loose any of these individuals. All have contributed to financial savings for the University. For example, the graphic artists completed artwork which would have cost the University approximately $35,000 on a commercial basis this year alone. The combined salaries of the two artists is 63% of this amount. While the University is actually saving money, the presence of the artists on campus reduces considerably the amount of time required to have artwork completed on campus as compared with an off campus commercial agency.

While it may appear as if retaining staff persons is the only concern, this is hardly the case. However, should we loose these staff people, the remaining recommendations would not warrant consideration with the exception

or recommendation #3 and recommendation #6 since the staff persons referred to are directly responsibly for implementation of the other recommendations. Consistent with data provided by the LRC staff for inclusion in the University's non-traditional Self-Study and listed in priority, I recommend that:

1. The professional staff be given SPA or tenure track positions. At present, three members of the staff are employed with AIDP funds. Should these funds be unavailable next year, it is very likely that these persons will have to seek employment elsewhere. The loss of any one of these individuals will severely cripply our service function. Should all of these persons leave the staff, the service function would no longer exist.

2. The salary of the senior graphic artist be commensurate with his skills and experience. Artists are usually paid on the basis of skills possessed and experience.

3. Graduate fellowships or assistantships be granted to at least two graduate students who will be assigned to the Learning Resources Center. The full-time graduate students would assist in various service functions provided by the Center.

4. The University entertain the thought of attaching fees for the graphic production services provided by the Learning Resources Center. Such fees would allow the Center to replace expendable materials. (See appendix for a recommended charging system).

5. The Center be given an increased budget to better accommodate film rental requests by the University faculty and adequate provisions be made for postage to return all free-loan and cost-rental films.

6. That a full-time professional video engineer familiar with the CCTV system proposed at North Carolina Central University be employed to furnish our University the proper maintenance skills for the various video and television related equipment. He would also head the CCTV production studio and be assigned as an integral part of the Learning Resources Center's staff.

7. The telephone communications system in the Learning Resources Center second floor facility (Room #238) be changed to incorporate a third telephone line and allow for multi-line telephone units to be placed in each of the five offices now utilizing the telephone services.

8. As of June 1978 a delivery vehicle was used to distirbute and retrieve numerous items related to media and the Learning Resources Center. A two-way radio "walkie-talkie communications system should be implemented into the delivery-retrieval procedure. The designated operator of this delivery van could be easily contacted and redirected to another location in need of the services provided by the Center. Also, the assigned delivery personnel can contact immediately the Center for information should the need arise. The portable two-way system would bring about an optimum utilization of the Learning Resources Center staff's time, with a minimum amount of time spent getting materials and equipment to the instructional staff on campus and retrieving these materials and equipment to the Center.

INTRODUCTION

North Carolina Central University's instructors and administrators must keep pace with the rapid change taking place in non-traditional approaches to education. Most often it is difficult to make choices as to the approach to implement for a given course or class presentation.

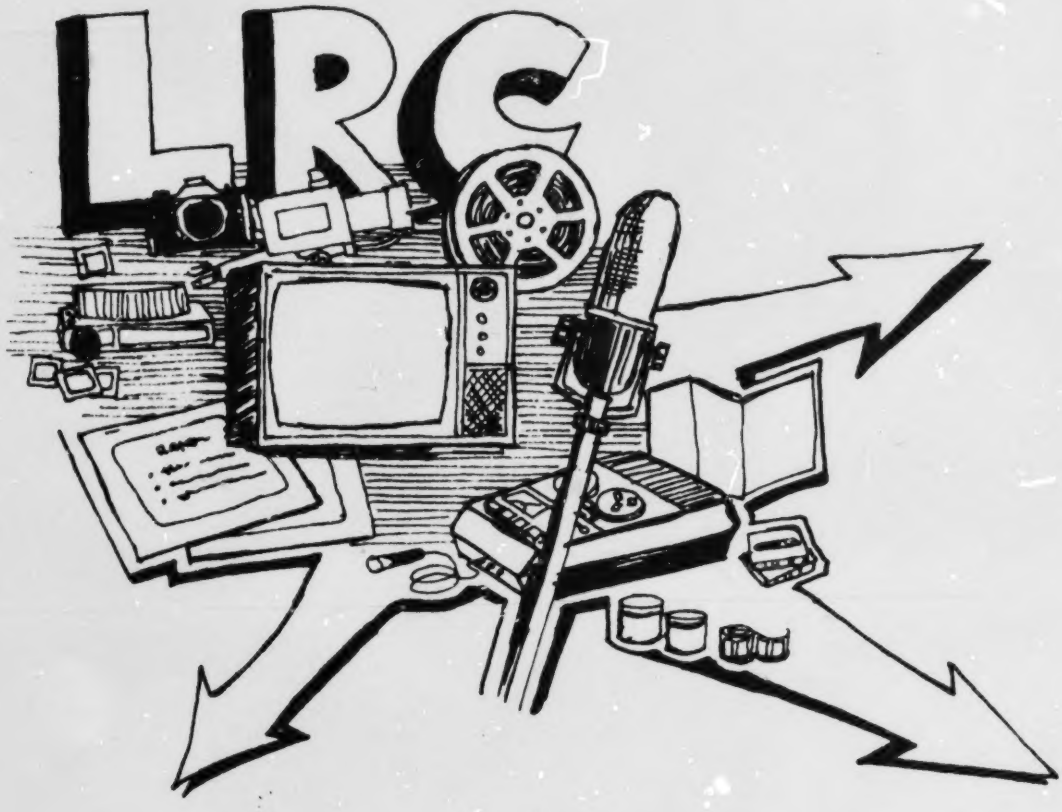
How can an instructor make effective decisions with respect to learning strategies? How can an instructor make effective decisions in the development and the selection of media materials? These questions are constantly being asked by our faculty facing the situation whether or not to incorporate media into the educational scheme of things.

When the selection of mediated material becomes a thoughtful and formalized process, snap judgements contributing to poorly designed and little used materials are eliminated. The emphasis for decision-making is placed on appropriateness of the material for student learning.

The Learning Resources Center has a constant flow of materials that are being previewed and appraised. By doing so, North Carolina Central University's faculty has becom increasingly aware of quantity and quality of material in his or her interest area. By providing such services as procuring material for preview and convening appraisal committees, the Learning Resources Center is expanding its educational activities as well as contributing to the learning process. The Center provides the necessary components for message design or what is now being increasingly referred to as "instructional development" by putting at the disposal of the teaching faculty and students, all media, technology, services and systems that will better serve the teaching and learning process. In this way through

instructional development, the Learning Resources Center assists faculty; staff and students in curriculum revisions while attempting to design a oriented system in which both human and non-human resources are maximized.

This report is divided into the following sections: Section I: Report on Projection and Related Services; Section II: Maintenance and Repair; Section III: Local Production; Section IV: Staff Development and the Center's location and Section V: Conclusion and Recommendations.



SECTION I. STATISTICAL REPORTS: PROJECTION AND RELATED SERVICES

To more effectively respond to the many requests pertaining to media technology in education, it was deemed necessary to establish one university based center to offer services, disseminate information and make available staff consultants for any department which request assistance. Since educational media are playing an increasing key role in the instructional process, and since many departments suffer from a shortage of experience media personnel, materials and equipment, the Learning Resources Center has been set up to help alleviate instructional problems and present opportunities to effectively integrate media into the educational systems implemented by the university.

The Learning Resources Center is a place where ideas, in their multimedia and diverse forms, are housed, used, and distributed throughout North Carolina Central University's campus. The Learning Resources Center contains media hardware and materials which are available to faculty, students, staff and administrative personnel on campus. Essentially, the Learning Resources Center is a service agency for the students and faculty to facilitate the teaching-learning process. The staff of the Center makes available media materials and necessary equipment to the University faculty members and various departments throughout the campus. A large number of requests are made directly at the Learning Resources Center by North Carolina Central University students, teachers and staff members. University members submitting their requests in advance may have software and hardware delivered, set up, presented, and retrieved usually according to the instructions indicated.

Learning Resources Center personnel who provide projection and related services concern themselves with the following: a) location and accessibility of media materials and equipment, b) dissemination of information about educational media, c) availability of media from external sources, d) storage and retrieval of media, e) maintenance of equipment and materials, and f) production of media materials that include graphs, photography, audio, and television. The information which follows lists the variety and frequency of the prjection and related services.

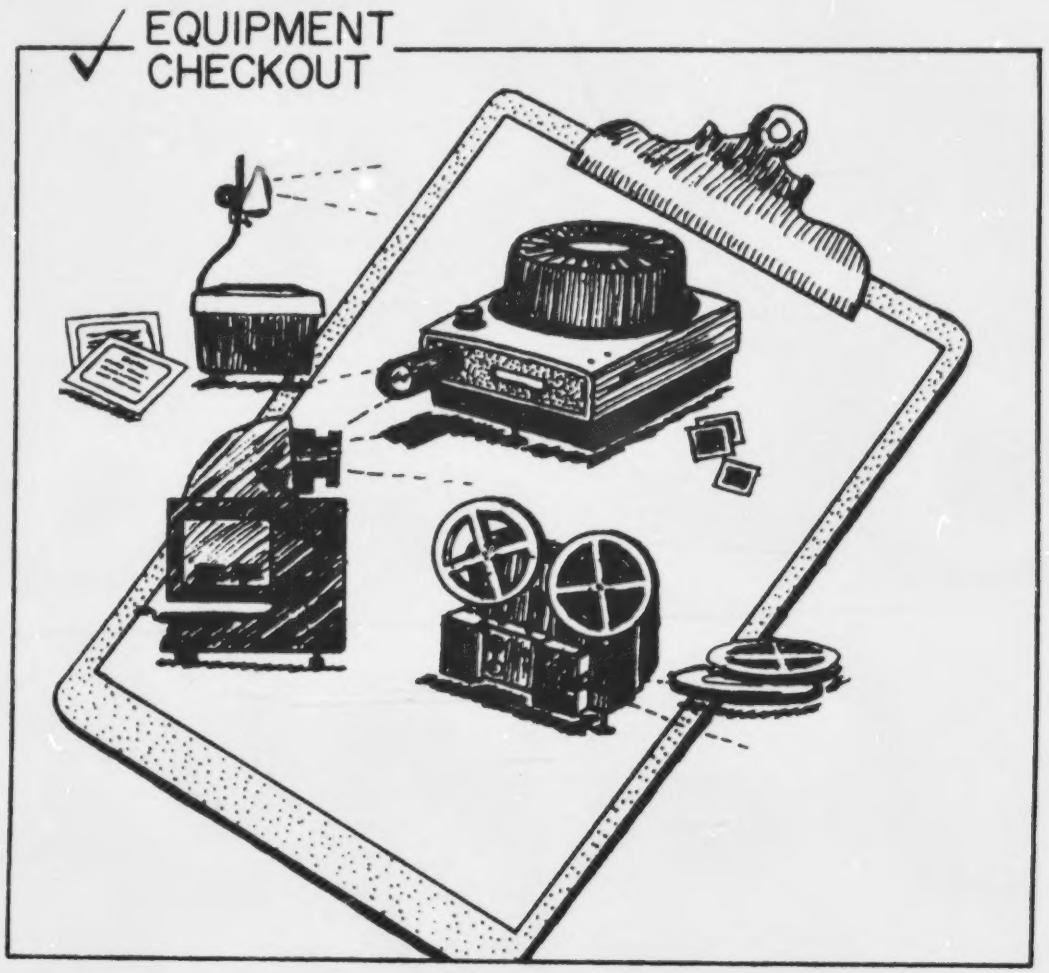


TABLE I

STATICAL REPORT OF PROJECTION AND RELATED SERVICES

MOTION PICTURES

DEPARTMENT	TITLES USED	NO. OF PROJ.	STUDENTS SERVED
Academic Skills	4	6	81
Accounting	1	1	25
Administration	4	3	11
Air Force ROTC	4	4	68
Alumni	2	2	7
Art	14	18	190
Athletic Dept.	2	3	50
Biology	5	8	330
Business Offices	5	6	72
Business School	6	14	224
Chemistry	1	1	11
Counseling	3	16	416
Criminal Justice	1	1	3
Dramatic Art	19	26	2,437
Education	54	73	1,165
English	240	319	6,878
Geography	1	1	31
Health Education	13	19	850
Home Economics	9	10	166
Honors Program	1	1	4
Law School	2	4	31
Library School	5	7	116
Mathematics	5	5	46
Modern Foreign Language	2	2	55
Music	2	1	3
Nursing Dept.	2	2	30
Physical Education	24	46	520
Physics	1	2	24
Placement	2	4	117
Political Science	3	6	89
Psychology	11	15	213
Public Administration	3	3	14
Public Relations	2	2	5
Resident Halls	9	9	175
Sociology/Anthro	15	19	245
Speech & Hearing	9	12	91
Student Affairs	5	5	284
Student Government	6	6	180
Student Union	10	10	493
Students - Others	76	90	425
Totals	554	738	14,414

TABLE II. OTHER MEDIA SERVICES PROVIDED

(By Aaron Jermundson & Clyde Moore)

DEPARTMENT	STILL PROJECTION (Slides, Filmstrips, Overhead, Opaque)	AUDIO SYSTEMS (Record Players, Tape Recorders)	PUBLIC ADDRESS (Microphones, Cables, P.A., etc.)	VIDEO Record, Set Up Playbacks)
Academic Skills	8	1	0	1
Accounting	2	3	0	0
Administration	10	6	9	3
Air Force ROTC	8	3	3	0
Alumni	2	2	0	2
Athletic Department	0	2	0	0
Biology	1	2	0	0
Business Office	2	0	0	0
Business School	0	2	0	0
Chemistry	2	0	0	0
Counseling	10	7	0	0
Criminal Justice	0	0	0	0
Dramatic Art	14	14	2	0
Education	19	16	4	7
English	48	41	3	94
Faculty Advising Service	14	8	4	0
Faculty Senate	2	10	8	0
Geography	3	5	0	0
Health Education	3	1	0	0
Home Economics	4	1	1	2
Honors Program	0	0	0	0
Law School	3	2	0	2
Library Science	0	1	0	0
Mathematics	2	1	0	0
Modern Foreign Language	6	5	1	3
Music	2	4	2	0
Nursing	0	0	0	0
Physical Education	3	11	1	0
Physics	1	0	0	0
Placement	12	12	0	0
Psychology	8	2	0	3
Public Administration	5	0	2	1
Resident Halls	12	4	1	1
Sociology/Anthropology	43	19	3	3

TABLE II. (Continued)

OTHER MEDIA SERVICES PROVIDED

DEPARTMENT	STILL PROJECTION (Slides, Filmstrips, Overhead, Opaque)	AUDIO SYSTEMS (Record Players, Tape Recorders)	PUBLIC ADDRESS (Microphones, Cables, P.A., etc.)	VIDEO (Record, Set-Up Playbacks)
Speech & Hearing	17	5	0	11
Student Affairs	0	2	2	0
Student Government	4	0	14	0
Student Union	6	4	0	2
Student - Others	45	48	24	78
Totals	321	244	84	213

EQUIPMENT CHECK-OUT

Once the audience and objectives have been carefully considered and the content has been chosen and organized, the strategy to be used in presenting materials needs to be planned. The question of where, when, and how will the communication take place needs to be answered prior to checking out necessary equipment for the presentation. The Learning Resources Center houses in its facility equipment which can be checked out and utilized by the total university family for projecting, displaying, amplifying and recording most visual - verbal relationships found in institutions of higher learning. Because of cost, maintenance, storage space, and security required, provisions for a central distribution facility is a necessity. (See Table III).

TABLE III. EQUIPMENT CHECK-OUT ON A SHORT-TERM BASIS

DEPARTMENT	MPP	SP	FP	OP #1	OP #2	RP	ATR	P/S	ME
Academic Skills	4	2	3	9	5	4	2	9	3
Accounting	0	1	0	4	0	0	1	0	1
Administration	1	3	0	14	1	0	4	16	10
Air Force ROTC	3	3	0	2	0	0	2	5	2
Alumni	1	3	0	6	0	2	2	4	8
Art	10	7	4	1	2	4	8	10	6
Athletics	4	0	2	1	0	6	9	6	8
Biology	1	6	3	5	0	0	2	1	5
Business Office	0	0	0	5	2	1	0	2	4
Business School	8	0	0	2	0	0	2	8	6
Chemistry	3	1	2	1	0	0	2	3	0
Counseling	3	10	6	1	0	0	16	14	1
Dramatic Art	16	11	27	3	6	19	21	10	16
Education	22	16	9	28	5	9	16	20	22
English	31	19	18	24	19	48	72	53	24
Faculty Adv. Ser.	0	0	0	14	0	0	14	14	14
Faculty Senate	0	0	0	2	1	0	7	2	6
Geography	0	4	6	0	0	1	0	1	1
Health Ed.	0	0	3	0	4	2	4	2	11
History	2	4	5	8	1	3	6	7	1
Home Economics	6	4	4	3	0	0	0	0	1
Honors Program	0	2	1	0	0	0	0	0	0

Explanation of Alphabets

MPP	Motion Picture Projector	RP	Record Player
SP	Slide Projector	ATR	Audio Tape Recorder
FP	Filmstrip Projector	P/S	Projector/Screens
OP #1	Overhead Projector	ME	Miscellaneous Equipment
OP #2	Opaque Projector		

TABLE III. (Continued)

EQUIPMENT CHECK-OUT ON A SHORT-TERM BASIS

DEPARTMENT	MPP	SP	FP	OP #1	OP #2	RP	ATR	P/S	ME
Law School	0	2	0	4	3	0	2	6	6
Library Science	0	1	0	0	0	0	2	0	5
Mathematics	7	0	0	1	0	0	0	7	7
Modern Foreign Lang.	4	7	2	2	0	5	6	1	10
Music	0	0	0	0	0	5	9	2	[illegible]
Nursing	0	1	0	0	0	2	2	1	1
Physical Education	16	2	4	0	0	10	6	9	10
Physics	9	2	0	0	0	0	0	8	2
Placement	8	16	6	1	0	0	10	13	6
Political Science	7	2	0	0	0	0	1	1	1
Psychology	3	8	6	2	0	6	3	7	3
Public Administration	3	8	4	6	0	0	8	5	8
Public Relations	0	3	0	2	0	0	0	11	3
Resident Halls	7	0	0	0	0	8	2	2	1
Sociology/Anthro.	12	10	3	29	34	4	16	25	15
Speech & Hearing	8	11	2	8	3	2	3	9	6
Student Affairs	1	1	0	0	0	3	0	1	2
Student Government	5	1	0	0	0	1	1	3	3
Student Union	11	1	0	2	0	1	1	6	6
Student - Others	33	29	36	12	54	39	58	21	32
Totals	249	201	156	203	140	175	320	325	279

TABLE IV. EQUIPMENT CHECK-OUT - ANNUAL BASIS

DEPARTMENT	EQUIPMENT
1) Administration	2 Tape Recorders
2) Art	1 Record Player 1 Slide Projector 1 Filmstrip Projector 1 Tape Recorder
3) Business Administration	1 Tape Recorder
4) Dramatic Arts	1 Slide Projector 2 Record Players 1 Filmstrip Projectors
5) Education	3 16mm Projectors 4 Overhead Projectors 5 Projection Screens 3 Projection Carts 2 Filmstrip Projectors 1 Record Player 2 Slide Projectors 5 Misacellaneous Items
6) English	3 16mm Projectors 3 Projection Carts 4 Tape Recorders 14 TV Monitors 2 Filmstrip Projectors 1 Slide Projector 7 Misacellaneous Items
7) Foreign Language	1 Tape Recorder
8) Geography	1 Filmstrip
9) History	1 16mm Projector 1 Tape Recorder 1 Overhead Projector
10) Student Union	1 Projection Screen

TABLE V. ADDITIONAL SERVICES

P.A. SET-UPS

Many functions at various times throughout the year require sound amplification by means of a public address system. The Learning Resources Center provided these additional services:

No. Times Assisted	Areas of Assistance
6	O'Kelly Field
26	McDougald Gymnasium
6	Education Auditorium
3	Cafeteria
5	Communications Auditorium
2	Chemistry Auditorium
7	B.N. Duke Auditorium
55	

Audio-Tape Duplication

No. of Tapes	Department
3	Placement Bureau
33	Business
27	Music
10	Student & Individual Requests
126	Modern Foreign Language
8	English
8	Health Education
215	

Video Tape Duplication & Editing	Department
2	Public Administration
4	English
5	Education
20	Modern Foreign Language
2	Library School
4	Speech & Hearing
1	Learning Resources Center
5	Law School
3	Drama
4	Dance Group
50	

Study Rooms: The LRC has ten small study rooms on the first floor of the Communications Building. These rooms were used eighty-two times this school year.

INVENTORY OF MEDIA EQUIPMENT PRESENTLY IN USE

The Learning Resources Center has acquired AV equipment to further enhance its operations. The Center is near its goal of being able to facilitate the entire student population as well as the faculty, staff and other instructional elements within the University.

Two 16mm high ALC auditorium motion picture projectors were purchased to be installed in B.N. Duke Auditorium. A stero-record player with additional speakers were also acquired during the 1978-79 school year. The NCCU department of Labor Management released to Dr. Thorne, Vice-Chancellor of Financial Affairs, two (2) new Kodak slide projectors and one 3m overhead projector. Dr. Thorne assigned this equipment to the Learning Resources Center inventory.

The following is a list of the media equipment on hand which includes items mentioned above:

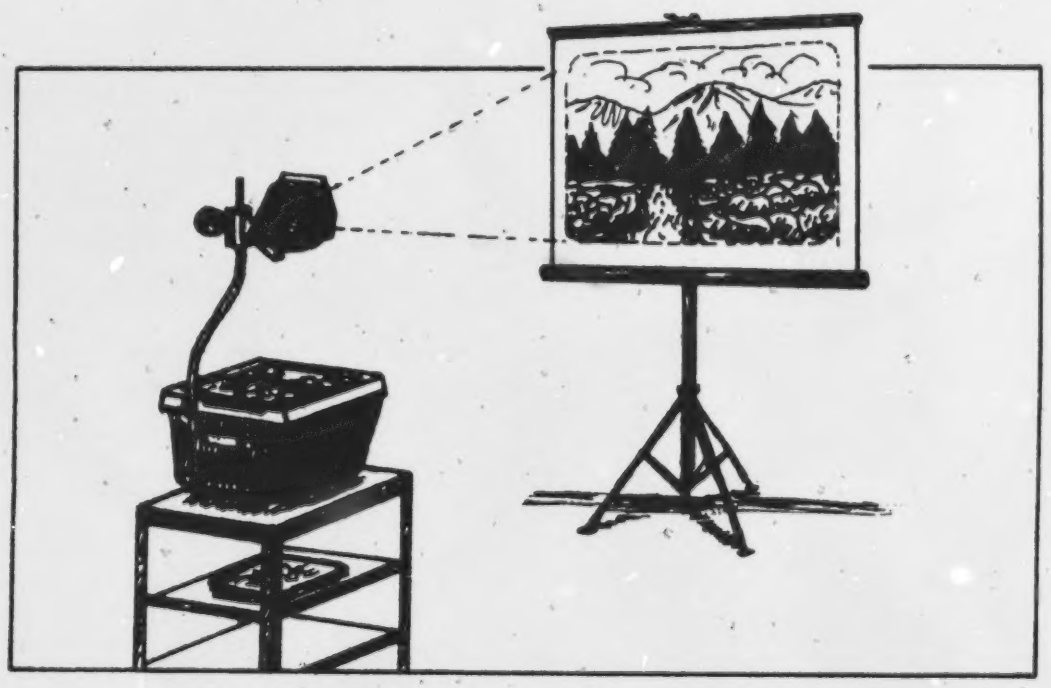
Type of Equipment	No. on Inventory
I. Photographic Equipment	
Ricoh-Singlex TLS Cameras	14
28mm F 2.8 Auto Lenses	3
Enlargers	4
Minolta SRT Unit	1
Super 8mm Cameras	6
Craig Film Editor	2
GAF Sound Super 8mm Camera	2
Odberry Animator 8 System	1
II. Production Equipment	
Jumbo Dry Mount Press	3
Transparency Makers 3M	3
Thermafax Copier	1
Embosograf Sign Maker	
Tacking Irons	9
Trans Seal Laminator	1
Diazo Printer	1
Diazo Developer	1

Type of Equipment	No. On Inventory
III. Television Equipment	
22' Zenith Monochrome Receivers	18
Dage MTI Production Center	1
Dage Production Console	1
Dage Television Camera	1
JVC Color Monitor/Receiver	1
Color Video-Cassette Recorder	1
Color Video Cassette Mini Player	1
Sony Color TV Receiver - 19"	1
Sony Color TV Monitor - 19"	1
Sony Color TV Camera	1
IV. Audio Equipment	
Rheems Tape Recorders (Reel-to-reel)	3
Wollensax Tape Recorder (Reel-to-reel)	5
Wollensax Cassette Recorder	1
Sony 4-track Stero Recorder	1
Telex Slide/Sync Cassette Recorder	3
Bigston Cassette Recorders	4
Panasonic Cassette Recorders	3
Record Players	12
Stero Record Player	1
P.A. System	1
Tape Duplicator	1
Language Master Recorder	1
AM/FM Radio Cassette Recorder	1
Listening Station	1
V. Projection Equipment	
Filmstrip Previewer	1
Filmstrip Projectors	9
Sound Filmstrip Projectors	2
Dukane Filmstrip-Cassette Tape	2
Slide Viewer	1
Slide Programmer	1
Kalavox Slide Sound System	2
Kodak 2" x 2" Slide Projectors	10
Sawyer Slide Projector	1
Bell & Howell Slide Projector	1
Singer Graflex Caramate Slide Projector	4
16mm Motion Picture Projector	14
Technicolor 8mm Single Concept Projector	1

V. Projection Equipment	No. On Inventory
Overhead Projector	10
Opaque Projector	2
Microfish Reader	1
Photo Modifier	1
Kodak Dissolve Unit	1
16mm High ARC Auditorium Projectors	2
Projection Screens	8

VI. Duplicating Equipment	
A.B. Dick Duplicating Machine	1
Electronic Stencil Maker	1
Mimeograph Machine	1
A.B. Dick Collator	1

VII. Other Equipment	
Lanier Transcription Machine	1
Lanier Transcription Machine	1
Desk Calculators	1
Primary Typewriter - Olympia	2
Chalkboard (Portable)	2
Projection Carts	9
Extension Cords	12
Dodge Delivery Vehicle	1

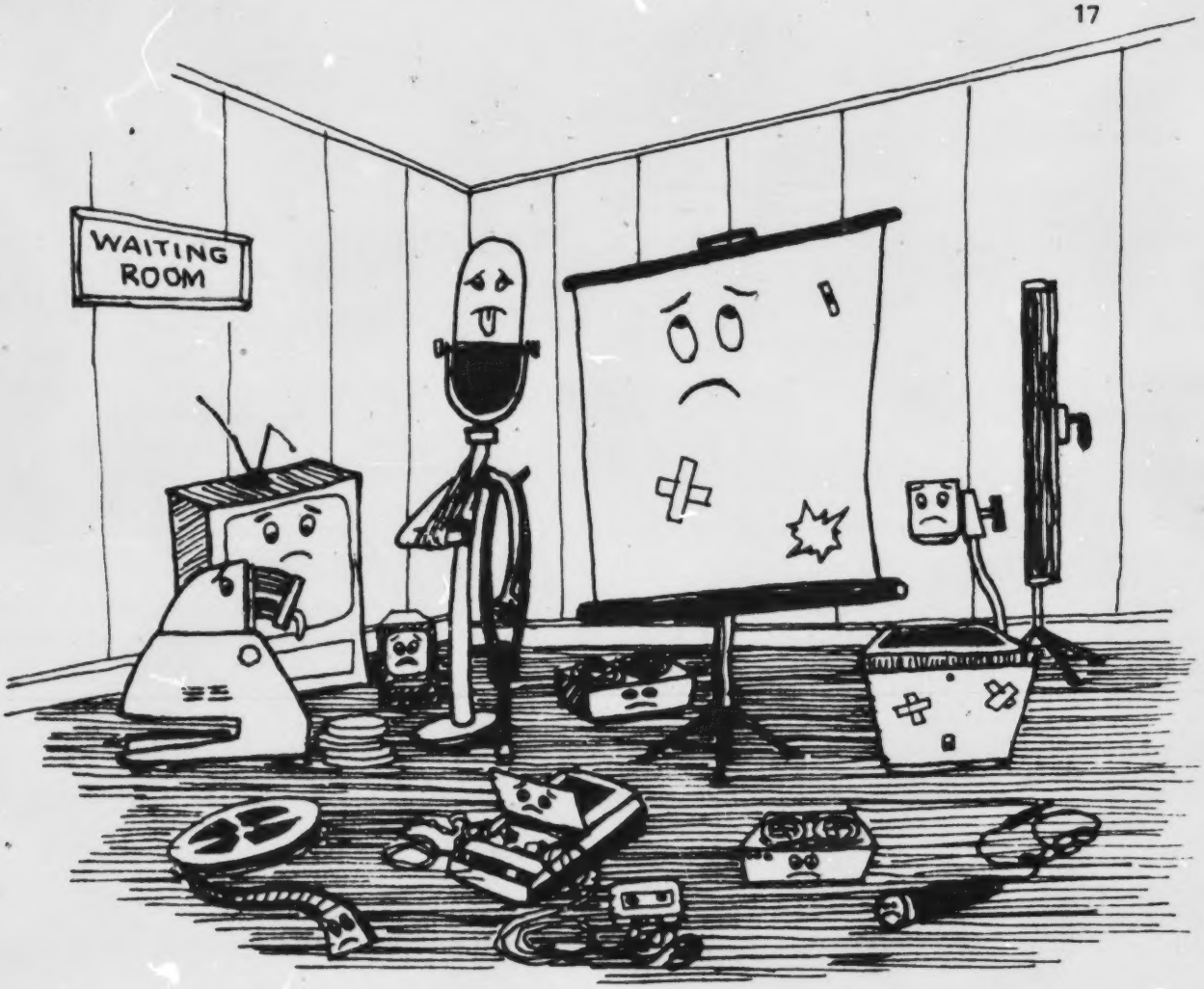


SECTION II. MAINTENANCE AND REPAIR SERVICES

Media hardware is of little value unless a definite plan of maintenance and repair can assure those utilizing the equipment that the machinery will be available and functionable when needed. Any hardware or software items removed from circulation for long periods of time lose its effectiveness as a teaching tool or aid. The responsibility of the personnel in charge of technical services has become so varied and so complex that additional off-campus professionals have been consulted, especially with respect to our proposed campus-wide television service.

Fortunately, the Learning Resources Center has a technician who provides extensive maintenance and repair services. These services are extended to academic departments, dormitories and other areas of the university. The performance of the electronic media which is used for projection and related services is most crucial since media serve as channels through which vicarious experiences are provided the learner.

By extending the services to all publics of the university, voluminous requests create a problem with respect to time needed to order parts and make the necessary repairs. Therefore, maintenance and repair services which relate directly to instruction are given priority over non-instructional services.



The following is an account of the maintenance and repair services provided by the Learning Resources Center during the 1978-79 academic year.

MAINTENANCE AND REPAIR SERVICES

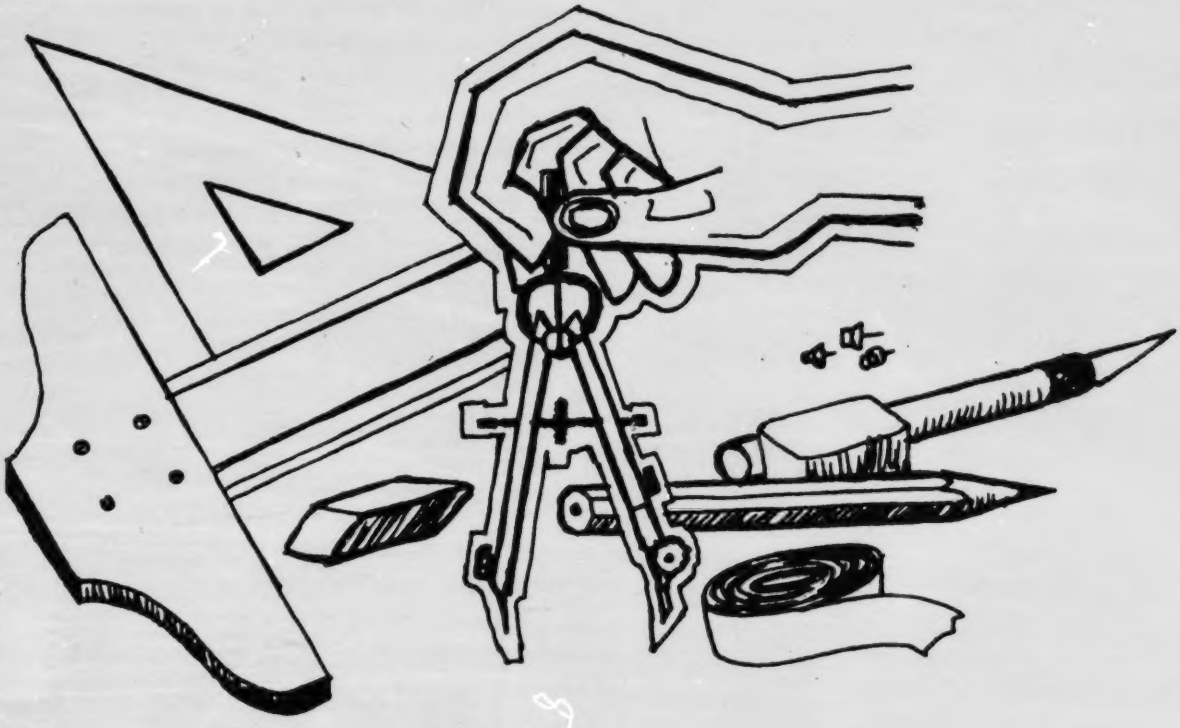
Repair services rendered to departments other than the Learning Resources Center.

Department	Type or Equipment Repaired
Academic Skills Center	2 Record Players 3 Microphones
Biology	1 Projector 1 Cassette Recorders
Education	1 Projector 1 Recorder
English	1 Video Tape Recorder
Home Economics	1 Slide Projector 1 Record Player
Library Science	1 Tape Recorder 1 Filmstrip Projector
Modern Foreign Language	2 Tape Recorders 3 Cassette Recorders
Nursing	2 Projectors
8 Departments Serviced	21 Units Repaired

The majority of the maintenance and repair service is performed on the equipment listed on the inventory of the Learning Resources Center. Because of the extensive use of Learning Resources Center's equipment and even though preventive maintenance is a matter of policy, approximately 200 repairs per year are needed on the equipment circulated and utilized on this campus.

SECTION III. LOCAL PRODUCTION

The Learning Resources Center provides as one of its production services capabilities that of locally prepared instructional visual materials. The graphics area is responsible for the production and reproduction of graphic, photographic and other forms of artistic visual materials through consultation, design, layout, camera-ready and finished artwork. The graphic artist is called upon to produce visuals for almost every type of audience of any size.



The Learning Resources Center with the skills of talented graphic artist has reached a high level of maturity and professionalism in the development of its media productions. An unusually large number of requests for graphically illustrated materials, photocopy and photography work, audio and video productions are demanding more of the communicative skills, the selection, arrangement and construction talents of the Learning Resources Center personnel. This sophiscated planning and preparation of creatively produced materials is now dependent on the accessibility of raw stock production supplies. The overwhelming cost of these supplies will limit greatly the extent which locally produced graphic materials can be offered if budgetary adjustments are not made. In contrast, the economics of producing instructional and other graphic materials at the Center is much more feasible than purchasing commercially prepared visual materials. To illustrate this point, a cost breakdown of each request for artwork was maintained during the period June 1978-May 1979. The cost of the requests totalled $35,465.55 on a commercial basis. (This cost does not include materials which costed $1,560.00.) With the addition of an assistant graphic artist in the Learning Resources Center, the combined salaries of both graphic artists do not exceed the total requests figure. In fact, the combined salaries are only 63% of this figure -- This means that there is a large economical saving in favor of the University. (See pages 24-35.

Provisions to utilize the services of the graphics personnel which involves a good deal of time or cost should be coordinated with the Director of the Learning Resources Center. The request for graphic services should be made well in advance of the expected completion date. A recommendation for some method of reciprocation for the supplies used in preparing graphic

materials has been stated in Section V of this report and an estimated price list for materials appears in the Appendix.

The development and use of instructional media materials have become a necessity rather than a luxury in education today. Time constraints and cost to procure materials emphasizes and justifies the need for on-campus production. Table VI presents a summation of graphic productions produced by Mr. Merriell A. Jay and Mr. Kenneth L. Clemons during the 1978-79 academic year. The total productions on the following page show that there is an increase of 172% in requests for graphic services for the 1978-79 academic year as compared with 1977-78.

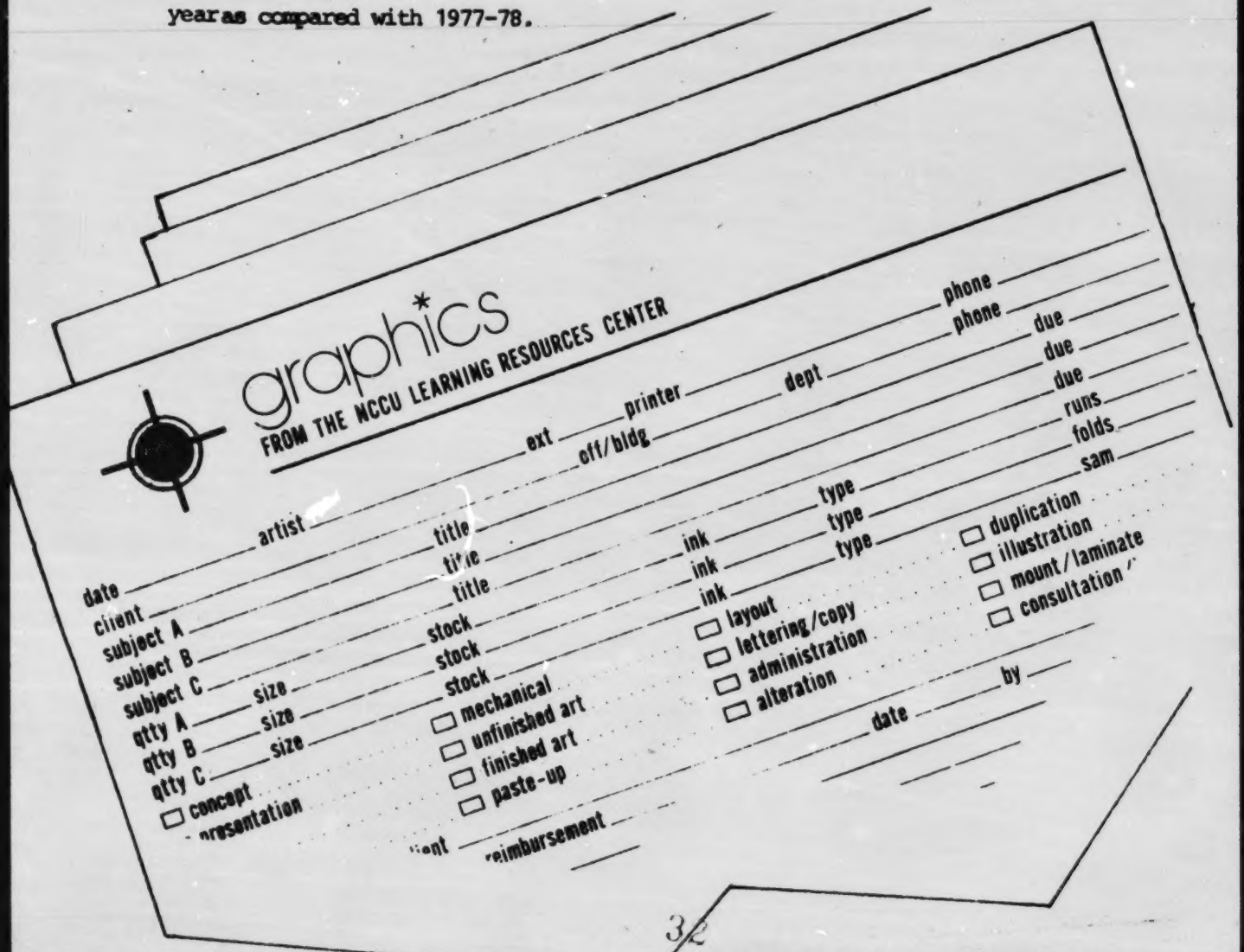


TABLE VI. GRAPHIC PRODUCTIONS

By Merriell A. Jay and Kenneth L. Clemons

REQUEST DESCRIPTION / TYPE OF ARTWORK	PRESENTATION	DESIGN	FRAMING	FREEHAND LETTERING	ILLUSTRATION	LAYOUT	MECHANICAL LETTERING	CAMERA-READY ART	MOUNTING & LAMINATING	PASTE-UP
BANNERS		2		2	2	2				
BOOK COVERS		14			14	14	14	14		5
BROCHURES	13	13			13	13	13	13		6
BULLETIN BOARDS	5	5		5	5	5				
CERTIFICATES	10	10		138		10	10	10		
CHARTS & MAPS	6	10		20	25	38	18	10	5	
CLIPPINGS			15						15	
DISPLAY ELEMENTS							65		30	
DISPLAYS				2						
EMBOSOGRAF SIGNS						53	53		53	
FLYERS	25	43		10	40	43	43	43		26
FORMS							6			
INVITATIONS	3	3			3	3	3	3		
MISCELLANEOUS	15	19	2	5	10	19	15	5	5	6
NEWSPAPER ART	8	8			5	8	8	8	20	20
PHOTOGRAPHS			20	2		2			24	
POSTERS	35	67		60	40	66	31	6	7	4
PROGRAM COVERS	12									
SIGNS & LABELS				105		298	193		203	
STATIONERY	4	4			4	4	4	4		
TELEVISION ART					13	13				
TRANSPARENCIES				27	203	235	200		235	

TYPE OF ARTWORK	PRESENTATION	DESIGN	FRAMING	FREEHAND LETTERING	ILLUSTRATION	LAYOUT	MECHANICAL LETTERING	CAMERA-READY ART	MOUNTING & LAMINATING	PASTE-UP
TOTAL THIS YEAR	128	198	37	376	377	826	676	116	597	74
TOTAL LAST YEAR	8	106	6	90	150	800	711	102	476	21

As illustrated above, there were 3,405 productions this school year as compared with 2,470 productions for the 1977-78 school year. This represents an increase of 27%. The Learning Resources Center's cost breakdown by job for the 1978-79 school year appears on pages 25-36. The total requests for the 1978-79 school year were priced at $35,465.55 on a commercial basis. Combined salaries of the graphic artists were only 63% of the graphic requests figure. This represents a large economical saving to the University. The cost of materials to the LRC and other departments is not included in that figure.

LRC Graphics COST BREAK-DOWN BY JOB

1978-79 001

JOB NO	TYPE OF ARTWORK	LET/ COPY	PASTE UP	CON/ DESIGN	LAYOUT	MEC PREP	PRES	FIN ART	MOUNT/ LAMINATE	ILLUS	DUPE	MAT'L	ASSEM	CONSUL	TOTAL
78G001	SIGN	010.00			005.00				001.00			002.00		005.00	00023.00
78N002	BROCHURE COVER	010.00		025.00	025.00	015.00				015.00		005.00		010.00	00105.00
78V003	TRANSPARENCY	003.00			010.00				002.00	010.00		001.00		010.00	00046.00
78D004	BROCHURE COVER	005.00		050.00	025.00	030.00				025.00		010.00		015.00	00160.00
78S005	LAMINATION								005.00			003.00		010.00	00018.00
78D006	ILLUSTRATIONS		025.00	100.00	060.00				005.00	050.00				025.00	00275.00
78D007	SIGN	020.00	025.00	250.00	100.00	075.00	050.00	050.00	020.00	050.00		035.00		050.00	00725.00
78D008	SIGN	015.00			025.00			005.00	005.00			004.00			00054.00
78S009	SIGN	001.00			005.00							001.00			00007.00
78D010	CERTIFICATE	005.00		050.00	020.00	010.00					005.00	004.00		015.00	00119.00
78C011	CERTIFICATES	020.00			050.00	010.00				030.00	000.50	004.00			00114.50
78M012	ILLUSTRATIONS	020.00			060.00					060.00	001.00	005.00		010.00	00156.00
78B013	SIGNS	024.00			036.00	015.00			015.00			010.00			00085.00
78N014	SIGN	002.00			005.00							002.00		010.00	00019.00
78P015	SIGN	002.00			005.00				001.00						00008.00
78R016	FLIP CHARTS	025.00			025.00							010.00			00060.00
78M017	SIGN	003.00			005.00				001.00			005.00			00014.00
78D018	SIGNS	032.00			030.00			025.00	016.00	025.00		008.00			00136.00
78L019	CHART	005.00			015.00	005.00				010.00		003.00		015.00	00053.00
78P020	COVER DESIGN	002.50		025.00	015.00	010.00			002.00	015.00				010.00	00067.00
78M021	SIGN	003.00			005.00				001.00			005.00			00014.00
78P022	SIGN	002.00			010.00				001.00						00013.00
78R023	FLYER	003.00		015.00	015.00							005.00		010.00	00048.00
78R024	LOGO DESIGN	002.00	005.00	025.00	015.00	010.00				015.00				010.00	00072.00
78G025	SIGN	010.00			007.00				001.00			002.00		005.00	00025.00
78R026	SIGNS	004.00			010.00							002.00			00016.00
78E027	SIGN	003.00			005.00				001.00			003.00			00012.00
78N028	SIGNS	006.00			020.00				005.00	005.00		005.00		010.00	00046.00

LRC Graphics COST BREAK-DOWN BY JOB

1978-1979 002

JOB NO	TYPE OF ARTWORK	LET/ COPY	PASTE UP	CON/ DESIGN	LAYOUT	MEC PREP	PRES	FIN ART	MOUNT/ LAMINATE	ILLUS	DUPE	MAT'L	ASSEM	CONSUL	TOTAL
78D029	CARTOON	005.00		025.00	025.00	015.00	015.00	085.00		020.00		005.00		015.00	00130.00
78T030	MOUNTING								001.00			001.00			00002.00
78U031	BOOK COVER	016.00		050.00	050.00	025.00				025.00		010.00		025.00	00195.00
78F032	SIGNS	010.00			030.00							003.00		020.00	00053.00
78R033	POSTER	004.00	005.00		010.00				003.00			003.00		010.00	00033.00
78S034	ON HOLD														00000.00
78N035	SIGNS	024.00			060.00				024.00			010.00			00118.00
78N036	SIGNS	020.00			050.00				020.00			008.00			00098.00
78D037	SIGN	005.00			010.00				002.00			004.00		010.00	00031.00
78U038	BROCHURE COVER	004.00			010.00	015.00						005.00		010.00	00044.00
78S039	BOOK COVER	005.00		020.00	025.00					015.00		006.00		006.00	00077.00
78M040	SIGNS	155.00			155.00							005.00		010.00	00325.00
78R041	BOOK COVER	005.00	010.00	025.00	025.00	010.00						005.00		010.00	00090.00
78P042	SIGN	005.00			010.00							005.00		010.00	00030.00
78G043	SIGNS	010.00			015.00				003.00			004.00		003.00	00035.00
78E044	FLYER	003.00		015.00	015.00					010.00		002.00		015.00	00060.00
78D045	SIGNS	095.00			190.00			057.00	076.00			038.00			00456.00
78P046	SIGN	002.00			005.00				001.00						00008.00
78E047	SIGN	020.00		025.00	050.00					025.00		085.00		020.00	00145.00
78H048	CERTIFICATE	005.00			004.00									010.00	00019.00
78J049	SIGNS	012.00			020.00							008.00		010.00	00050.00
78U050	NEWSPAPER ART	005.00		025.00	025.00	015.00				020.00		085.00		020.00	00115.00
78D051	CALENDAR	050.00		100.00	200.00		050.00	125.00		050.00		005.00		050.00	00630.00
78W052	CANCELLED														00000.00
78S053	STENCILS	005.00		003.00	016.00			020.00				003.00		010.00	00062.00
78M054	SIGNS	006.00			010.00							006.00		010.00	00032.00
78R055	SIGN	002.00			005.00							003.00			00010.00
78R056	PROGRAM COVER	004.00		020.00	025.00					015.00		005.00		010.00	00079.00

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LRC Graphics COST BREAK-DOWN BY JOB

1978-1979 003

JOB NO	TYPE OF ARTWORK	LET/ COPY	PASTE UP	CON/ DESIGN	LAYOUT	MISC PREP	PRES	FIN ART	MOUNT/ LAMINATE	ILLUS	DUPE	MISC.	ASSEM	CONSUL	TOTAL
78F057	SIGNS	015.00			015.00							005.00			00035.00
78N058	SIGNS	018.00			045.00							006.00			00069.00
78D059	CALENDARS	100.00		150.00	100.00	150.00		025.00		100.00		010.00		050.00	00685.00
78S060	SIGN	002.00		005.00	015.00	010.00				015.00		005.00		010.00	00072.00
78D061	NAME TAGS	040.00			080.00			024.00	008.00			008.00		025.00	00185.00
78N1062	INVITATION	005.00		025.00	020.00					020.00		005.00		010.00	00085.00
78D063	SIGNS	050.00			100.00			030.00	020.00			020.00		025.00	00235.00
78A064	SIGN	005.00			005.00				002.00			002.50			00018.50
78M065	BOOK COVER	004.00		015.00	015.00	020.00				015.00		010.00		010.00	00087.00
78D066	LETTERING	135.00			050.00			054.00				010.00		015.00	00264.00
78H067	CERTIFICATE	010.00	005.00	015.00	015.00							002.00		010.00	00057.00
78P068	BROCHURE COVER	005.00	005.00	020.00	025.00					010.00				020.00	00085.00
78J069	NAME TAG	003.00			005.00							003.00		005.00	00016.00
78W070	FLYER	005.00		025.00	035.00					020.00		005.00		005.00	00085.00
78W071	FLYER	005.00		025.00	020.00					015.00		005.00		010.00	00080.00
78J072	SIGN	005.00			010.00							010.00		020.00	00045.00
78F073	FLYER	005.00		010.00	015.00					010.00		001.00			00041.00
78F074	FLYER	005.00		010.00	015.00					010.00		001.00			00041.00
78F075	FLYER	005.00		025.00	025.00					010.00		001.00			00067.00
78F076	FLYER	005.00		025.00	025.00					010.00		001.00			00067.00
78F077	FLYER	005.00		025.00	025.00					010.00		001.00			00067.00
78F078	FLYER	005.00		025.00	025.00					010.00		001.00			00067.00
78F079	FLYER	005.00		025.00	025.00					010.00		001.00			00067.00
78F080	FLYER	005.00		025.00	025.00					010.00		001.00			00067.00
78F081	FLYER	005.00		025.00	025.00					010.00		001.00			00067.00
78F082	FLYER	005.00		025.00	025.00					030.00		002.00			00087.00
78F083	FLYER	008.00		025.00	050.00					040.00		005.00			00118.00
78F084	FLYER	010.00		025.00	025.00					040.00		002.00			00102.00

3.1

LRC Graphics COST BREAK-DOWN BY JOB

1978-1979 004

JOB NO	TYPE OF ARTWORK	LET/ COPY	PASTE UP	CON/ DESIGN	LAYOUT	MEC PREP	PRES	FIN ART	MOUNT/ LAMINATE	ILLUS	DUPE	MAT'L	ASSEM	CONSUL	TOTAL
78F085	FLYER	010.00		025.00	025.00					040.00		002.00			00102.00
78F086	FLYER	010.00		025.00	025.00					040.00		002.00			00102.00
78F087	FLYER	010.00		025.00	025.00					040.00		002.00			00102.00
78F088	FLYER	010.00		025.00	025.00					040.00		002.00			00102.00
78D089	BROCHURE	050.00		150.00	100.00	100.00	050.00	025.00		025.00		020.00		050.00	00570.00
78W090	POSTER	020.00		020.00	030.00					030.00		005.00		010.00	00105.00
78J091	SIGNS & POSTERS	061.00		025.00	115.00					075.00		040.00		015.00	00296.00
78B092	GRAPH	015.00		025.00	025.00					025.00	002.00			015.00	00107.00
78U093	TRANSPARENCIES	016.00			024.00				016.00	040.00		010.00		010.00	00116.00
78W094	TRANSPARENCIES										005.00	010.00		010.00	00025.00
78J095	SIGNS	015.00			025.00							015.00		010.00	00065.00
78M096	SIGNS	006.00			010.00							006.00		010.00	00032.00
78P097	CHART	002.00			010.00					005.00				005.00	00022.00
78M098	TRANSPARENCIES										006.00	024.00		010.00	00040.00
78L099	ILLUSTRATION	003.00			015.00					015.00	001.00	005.00		015.00	00054.00
78B100	FLYER	005.00		020.00	020.00					015.00	005.00			005.00	00070.00
78C101	Rescheduled 79C221														00000.00
78D102	TRANSPARENCIES	040.00		250.00	150.00		075.00	025.00	016.00	050.00		020.00		050.00	00676.00
78S103	SIGNS	008.00			016.00							010.00		010.00	00044.00
78C104	SIGN	010.00			015.00				005.00			002.00			00032.00
78M105	BOOK COVER	010.00		020.00	025.00					015.00		003.00			00073.00
78M106	TRANSPARENCIES	005.00			010.00				001.00			002.00		010.00	00028.00
78M107	SIGN	002.00			005.00				002.00					010.00	00019.00
78C108	SIGN	010.00			015.00				005.00			003.00			00033.00
78D109	CHART	025.00		050.00	100.00		025.00	025.00	015.00	025.00		010.00		015.00	00290.00
78H110	TRANSPARENCIES										004.75			010.00	00014.75
78J111	ILLUSTRATION	002.00		015.00	015.00						010.00	002.00		010.00	00054.00
78A112	DUPLICATION										001.00				00001.00

LRC Graphics COST BREAK-DOWN BY JOB

1978-1979 005

JOB NO	TYPE OF ARTWORK	LET/ COPY	PASTE UP	CON/ DESIGN	LAYOUT	MISC PREP	PMES	FIN ART	MOUNT/ LAMINATE	ILLUS	DUPE	MAT'L	ASSEM	CONSUL	TOTAL
78H113	SIGNS	010.00			020.00							005.00			00035.00
78D114	POSTERS	005.00			025.00			050.00				006.00		015.00	00101.00
78U115	BROCHURE COVER	015.00			010.00					010.00		005.00		010.00	00063.00
78M116	OCCASION CARD	003.00		010.00	015.00							003.00		010.00	00046.00
78K117	FLYER	003.00		015.00	015.00							010.00		025.00	00200.00
78D118	POSTER	025.00		050.00	025.00		020.00	020.00	005.00	020.00		010.00		025.00	00090.00
78M119	MECHANICAL LAYOUT	005.00			015.00	025.00				015.00		012.00		010.00	00161.00
78S120	POSTERS	024.00			045.00					060.00		002.00		010.00	00017.00
78L121	POSTER	005.00							002.00			003.00			00065.00
78M122	SIGNS	015.00			045.00					010.00		001.00		010.00	00036.00
78T123	TRANSPARENCY	005.00			010.00							003.00		005.00	00038.00
78G124	FLYER	010.00			020.00										
78D125	CALENDARS	150.00		100.00	600.00		150.00	375.00		150.00		015.00		150.00	01840.00
78M126	SIGN	003.00			005.00							003.00			00011.00
78J127	SIGN	002.00			005.00							005.00		005.00	00017.00
78B128	ILLUSTRATION	005.00		025.00	015.00				020.00	020.00		005.00			00090.00
78S129	FLYER	005.00		020.00	015.00	005.00				015.00		005.00		010.00	00075.00
78N130	SIGNS	010.00			025.00				005.00			005.00		015.00	00060.00
78D131	BOOK COVER	005.00		020.00	020.00					010.00		002.00		010.00	00067.00
78W132	BOOK COVER	003.00		010.00	010.00							002.00		010.00	00035.00
78D133	POSTERS	010.00		025.00	025.00			015.00				002.00		015.00	00092.00
78W134	POSTERS	005.00			010.00							001.00		010.00	00026.00
78J135	POSTERS	010.00		020.00	010.00							002.00		010.00	00052.00
78D136	SIGNS	005.00			020.00			005.00				002.00			00032.00
78M137	TRANSPARENCIES										007.00			010.00	00017.00
78S138	FLYER	005.00			010.00	010.00						005.00		010.00	00040.00
78C139	BOOK COVER	004.00		020.00	015.00	005.00				010.00		005.00		020.00	00079.00
78M140	SIGN	025.00			050.00			050.00		100.00				025.00	00250.00

LRC Graphics COST BREAK-DOWN BY JOB

1978-1979 006

JOB NO	TYPE OF ARTWORK	LET/ COPY	PASTE UP	CON/ DESIGN	LAYOUT	MISC PREP	PMS	FIN ART	MOUNT/ LAMINATE	ILLUS	DUPE	MAT'L	ASSEM	COMBIN	TOTAL
78S141	ILLUSTRATIONS				060.00			060.00		150.00		020.00		010.00	00200.00
78D143	POSTERS	005.00			005.00			005.00				003.00			00018.00
78H144	SIGN	002.00			005.00							001.00			00008.00
78U145	BOOK COVER	005.00		025.00	020.00	015.00				010.00		010.00		010.00	00095.00
78J146	SIGNS & POSTER	030.00			050.00							025.00			00105.00
78B147	FLYER	010.00		025.00	015.00							003.00		010.00	00063.00
78D148	SIGN	002.00			001.00			001.00				000.50			00004.50
78D149	GET WELL CARD	010.00		050.00	025.00	015.00	010.00	005.00		020.00	010.00	010.00		025.00	00180.00
78W150	POSTERS	010.00		020.00	030.00							005.00		010.00	00075.00
78K151	TRANSPARENCIES	018.00			030.00				006.00			003.50		020.00	00077.50
78D152	POSTER	020.00		050.00	025.00		025.00	025.00		050.00		005.00		015.00	00190.00
78E153	FLYER	003.00	003.00	015.00	010.00					005.00		002.00			00038.00
78R154	SIGNS	005.00			010.00							005.00		005.00	00025.00
78S155	FLYER	005.00		020.00	020.00	020.00				020.00		005.00		010.00	00100.00
78B156	FLYER	003.00		010.00	015.00					010.00		004.00		010.00	00052.00
78L157	LETTERING	030.00										003.00		010.00	00043.00
78D158	ILLUSTRATION	015.00			100.00			020.00		050.00		005.00		025.00	00215.00
78M159	TRANSPARENCIES										015.00			010.00	00025.00
78G160	TRANSPARENCIES										001.75	002.10			00003.85
78H161	FLYER	005.00		015.00	015.00					010.00		003.00		015.00	00063.00
78H162	PROGRAM COVER	009.00		010.00	015.00					010.00		002.00		015.00	00056.00
78T163	BOOK COVER			025.00	010.00				002.00	050.00		005.00		010.00	00102.00
78P164	ILLUSTRATION				005.00	005.00				005.00					00015.00
78D165	SIGNS	140.00			070.00			210.00						025.00	00445.00
78M166	SIGN	005.00			025.00				005.00			010.00		010.00	00055.00
78D167	TRANSPARENCIES	005.00			005.00	005.00	015.00	015.00	005.00			005.00			00075.00
78H168	Rescheduled 79420														00000.00
78P169	FLYER	005.00		010.00	015.00					010.00				010.00	00050.00

LRC Graphics COST BREAK-DOWN BY JOB

1978-1979 007

JOB NO	TYPE OF ARTWORK	LET/ COPY	PASTE UP	CON/ DESIGN	LAYOUT	MEC PREP	PRES	FIN ART	MOUNT/ LAMINATE	ILLUS	DUPE	MAT'L	ASSEM	COLOR	TOTAL
78H170	MATTE & FRAMING PICTURE							010.00	005.00						
78H171	CERTIFICATE	015.00		025.00	020.00		005.00			010.00		002.00		010.00	00025.00
78S172	TRANSPARENCIES														00067.00
78K173	FLYER	003.00		015.00	015.00						000.75	001.50		010.00	00012.25
78G174	ILLUSTRATION			020.00	025.00			020.00		025.00		001.00		010.00	00101.00
78R175	CHARTS	004.00			020.00					005.00		005.00		010.00	00043.00
78M176	TRANSPARENCIES										001.00			010.00	00011.00
78-177	VOID														00000.00
78M178	SIGN	005.00			025.00			020.00		025.00		005.00		010.00	00090.00
78E179	NEWSLETTER LOGO	003.00		025.00	020.00		005.00			010.00		002.00		015.00	00079.00
78C180	ILLUSTRATION	003.00			025.00			025.00		025.00		001.00			00079.00
78B181	ILLUSTRATION	010.00			015.00		015.00	010.00		035.00		010.00			00085.00
78H182	ILLUSTRATION	005.00			015.00					015.00				015.00	00050.00
78S183	FLYER	005.00		010.00	015.00							005.00		010.00	00045.00
78D184	LETTERING	010.00		020.00	010.00				004.00	010.00		005.00		010.00	00069.00
78L185	SIGNS	040.00			040.00							020.00			00100.00
78R186	TV VISUALS	025.00			020.00									015.00	00060.00
78D187	SIGN	002.00			005.00							000.50			00007.50
78N188	SIGNS	085.00			255.00							034.00			00374.00
78D189	FLYER	010.00		050.00	050.00	025.00				010.00		005.00		015.00	00165.00
78T190	POSTER	005.00			020.00					025.00		005.00		010.00	00065.00
78S191	SIGN	005.00			005.00					004.00		004.00		010.00	00028.00
78D192	POSTERS	035.00		150.00	300.00			060.00		240.00		010.00		005.00	00801.00
78D193	SIGNS	026.00			065.00			013.00				001.00			00105.00
796194	SIGNS	015.00			025.00			020.00				002.00		010.00	00072.00
79J195	BROCHURE COVER	005.00		020.00	020.00					010.00		003.00		015.00	00073.00
79H196	POSTERS	009.00			045.00		045.00	030.00		105.00		030.00			00264.00
79N197	POSTER	005.00			020.00							001.00		005.00	00031.00

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LRC Graphics COST BREAK-DOWN BY JOB

1978-1979 008

JOB NO	TYPE OF ARTWORK	LET/ COPY	PASTE UP	CON/ DESIGN	LAYOUT	MEC PREP	PRES	FIN ART	MOUNT/ LAMINATE	ILLUS	DUPE	MAT'L	ASSEM	CONSUL	TOTAL
79J198	SIGN	003.00			005.00										
79N199	BANNER	020.00		050.00	100.00			025.00	025.00	050.00		010.00		010.00	00021.00
79J200	Cancelled													050.00	00230.00
79H201	POSTER - FLYER - BOOK COVER	020.00		050.00	100.00	040.00	040.00			050.00		020.00		030.00	00350.80
79N202	TRANSPARENCIES										000.50	001.00			00001.50
79D203	SIGN	005.00			015.00				001.00			001.00			00022.00
79B204	POSTER	003.00		010.00	015.00					010.00		002.00		010.00	00050.00
79R205	TICKETS	003.00	010.00		006.00	010.00						004.00		010.00	00093.00
79B206	TRANSPARENCIES							025.00			001.00	005.00			00031.00
79S207	FLYERS	006.00		040.00	030.00	010.00				030.00		006.00		010.00	00105.00
79M208	TRANSPARENCIES										000.50				00000.50
79M209	SIGN	004.00			005.00				002.00			003.00			00014.00
79J210	ILLUSTRATIONS									040.00		002.00		020.00	00062.00
79D211	TRANSPARENCIES	055.00			220.00	055.00			011.00	275.00	006.50	010.00		025.00	00675.50
79N212	BULLETIN BOARD DISPLAY	060.00	024.00	200.00	300.00		150.00	500.00		500.00		050.00	100.00	150.00	02034.00
79D213	SIGNS	044.00			110.00			022.00	033.00					015.00	00224.00
79F214	POSTER	020.00		025.00	035.00	015.00				010.00		005.00		010.00	00120.00
79D215	BROCHURE DESIGN/LAYOUT	010.00	010.00	025.00	025.00						005.00	005.00		010.00	00090.00
79K216	FLYER	005.00		015.00	010.00					005.00		001.00		005.00	00046.00
79K217	CHART	004.00	005.00		015.00							002.00		005.00	00031.00
79M218	POSTER & BOOK COVER	040.00		150.00	100.00	050.00	025.00			100.00		020.00		025.00	00510.00
79R219	SIGN	030.00			030.00							010.00		010.00	00030.00
79S220	BOOK COVER	005.00		025.00	030.00					015.00		005.00		015.00	00095.00
79C221	TRANSPARENCIES	010.00			020.00			025.00	005.00	015.00	001.00	005.00		015.00	00096.00
79D222	SIGN	001.50			000.50				001.00						00003.00
79D223	LETTERING	030.00			015.00			010.00				005.00		010.00	00070.00
79S224	FLYER	002.00		015.00	020.00					005.00		002.00		005.00	00049.00
79D225	SIGN	005.00		025.00	025.00			005.00		010.00		005.00			00075.00

LRC Graphics COST BREAK-DOWN BY JOB

1978-1979 009

JOB NO	TYPE OF ARTWORK	LET/ COPY	PASTE UP	CON/ DESIGN	LAYOUT	MISC PREP	PRES	FIN ART	MOUNT/ LAMINATE	ILLUS	DUPE	MAT'L	ASSEM	CONSUL	TOTAL
79F226	BOOK COVER	010.00	002.00	050.00	075.00	020.00	025.00					005.00		050.00	00237.00
79G227	MOUNTING								025.00			001.00			00026.00
79S228	CALENDAR	020.00			025.00					025.00		003.00		010.00	00083.00
79G229	BROCHURE DESIGN	004.00		025.00	035.00	010.00				025.00		005.00		016.00	00104.00
79L230	SIGNS & FLOOR PLAN											000.50			00007.50
79R231	SIGN	002.00			005.00							002.00		005.00	00020.00
79R232	SIGNS	002.00			010.00				001.00			001.00		005.00	00046.00
79P233	INVITATION	005.00		015.00	015.00					005.00				010.00	00020.00
79H234	NEWSPAPER HEADLINE	005.00			005.00							020.00		025.00	00385.00
79T235	POSTER & FLYER	010.00		100.00	100.00	050.00	025.00			050.00		005.00		015.00	00082.00
79R236	POSTER	010.00	002.00	025.00	025.00					005.00		001.00		010.00	00046.00
79B237	FLYER	005.00		015.00	010.00					005.00		001.00		010.00	00038.00
79K238	BROCHURE	002.00		010.00	010.00							001.00		010.00	00036.00
79B239	SIGNS	005.00			020.00									010.00	00083.00
79B240	POSTER	020.00		015.00	025.00					010.00		003.00		010.00	00083.00
79M241	DUPLICATION										001.00	001.00		005.00	00007.00
79U242	BOOK COVER - LETTERHEAD	005.00			025.00					025.00		005.00		015.00	00075.00
79R243	ILLUSTRATION				010.00					005.00		000.50		010.00	00025.50
79P244	LETTERING	010.00			025.00			025.00				005.00		010.00	00075.00
79K245	FLYER	002.00		020.00	015.00					015.00		003.00		010.00	00065.00
79B246	SIGN	010.00			010.00							001.00			00021.00
79L247	GET WELL CARD	010.00		025.00	025.00				003.00	020.00		005.00		005.00	00093.00
79S248	LAMINATION								015.00			005.00		010.00	00030.00
79M249	BROCHURE COVERS	010.00	005.00	030.00	025.00	015.00				015.00		005.00		015.00	00120.00
79S250	LAMINATION								015.00			005.00		010.00	00030.00
79M251	BULLETIN BOARD	025.00		025.00	025.00							005.00		050.00	00130.00
79P252	INFO SHEETS	002.00			010.00						001.00	001.00			00014.00
79C253	BULLETIN BOARD	025.00		025.00	025.00							005.00		050.00	00130.00

LRC Graphics COST BREAK-DOWN BY JOB

1978-1979 010

JOB NO	TYPE OF ARTWORK	LET/ COPY	PASTE UP	CON/ DESIGN	LAYOUT	MEC PREP	PRES	FIN ART	MOUNT/ LAMINATE	ILLUS	DUPE	MAT'L	ASSEM	CONSUL	TOTAL
79T254	BULLETIN BOARD	025.00		025.00	025.00							005.00		050.00	00130.00
79M255	FLYER	010.00		020.00	025.00							004.00		010.00	00067.00
79C256	CARD														
79I257	ILLUSTRATIONS				010.00					012.00		002.00		010.00	00034.00
79B258	PROGRAM COVER	002.00		020.00	015.00					010.00		002.00		010.00	00059.00
79N259	BROCHURE COVER	004.00	002.00	020.00	015.00							002.00		010.00	00054.00
79J260	FLYER	002.00		020.00	015.00					015.00		002.00		010.00	00069.00
79N261	FLYER	004.00			020.00							002.00		010.00	00036.00
79L262	LETTERING	244.00			100.00			050.00				020.00		025.00	00439.00
79R263	TRANSPARENCIES										000.50				00000.50
79B264	SIGN	010.00			025.00			010.00	005.00			005.00		010.00	00065.00
79E265	SIGNS	024.00		015.00	010.00				008.00			010.00		010.00	00077.00
79D266	CHART	005.00		025.00	035.00			025.00	005.00	020.00		005.00		010.00	00130.00
79S267	FLYER	004.00	005.00	010.00	010.00					005.00		002.00		010.00	00046.00
79B268	INVITATION	002.00	002.00		005.00					015.00		002.00		010.00	00036.00
79T269	BOOK COVER	002.00			001.00							000.50			00003.50
79D270	FLYER	007.00	005.00	010.00	020.00					010.00		005.00		010.00	00067.00
79B271	BOOK COVER	010.00		050.00	025.00	025.00	010.00			023.00		015.00		010.00	00170.00
79N272	TRANSPARENCY	010.00			015.00				001.00	015.00		001.00		005.00	00047.00
79E273	LETTERHEAD	002.00		010.00	010.00							001.00			00023.00
79J274	MOUNT/LAM								004.00			005.00			00009.00
79E275	PROGRAM COVER	005.00		040.00	025.00	015.00				015.00		005.00		010.00	00115.00
79T276	BOOK COVER	004.00		005.00	010.00					002.00					00021.00
79K277	TRANSPARENCIES	025.00			030.00				005.00	005.00	005.00	005.00		010.00	00085.00
79S278	FLYER	010.00		015.00	010.00							003.00		010.00	00048.00
79A279	SIGNS	038.00			020.00							005.00		010.00	00073.00
79P280	SIGNS	010.00			010.00					001.00		004.00			00025.00
79F281	LETTERING	005.00													00005.00

LRC Graphics COST BREAK-DOWN BY JOB

1978-1979 011

JOB NO	TYPE OF ARTWORK	LET/ COPY	PASTE UP	CON/ DESIGN	LAYOUT	MISC PREP	PRES	FIN ART	MOUNT/ LAMINATE	ILLUS	DUPE	MAT'L	ASSEM	CONSUL	TOTAL
79B282	TRANSPARENCIES	050.00		100.00	250.00				025.00	250.00		010.00		025.00	00710.00
79H283	SIGNS	040.00			020.00				010.00			012.00		010.00	00082.00
79M284	POSTERS	050.00	006.00	025.00	050.00			020.00		150.00				025.00	00376.00
79D285	TRANSPARENCIES	040.00		050.00	100.00				010.00	050.00		030.00		020.00	00350.00
79M286	TRANSPARENCIES										004.00				00004.00
79B287	LAMINATION								002.00			001.00			00003.00
79J288	LAMINATION								010.00			005.00			00015.00
79E289	LETTERHEAD	005.00		010.00	010.00					009.00		005.00		010.00	00034.00
79S290	CHART	005.00		015.00	025.00					005.00		005.00		010.00	00065.00
79B291	CERTIFICATE LETTERING	200.00										005.00		010.00	00215.00
79D292	MOUNTING/LAMINATING								001.00			001.50			00002.50
79M293	SIGNS	005.00			015.00			005.00				002.00		010.00	00042.00
79P294	SIGN	005.00			005.00				002.00			002.00		005.00	00017.00
79T295	SIGNS	008.00			012.00			004.00	004.00			004.00		010.00	00042.00
79R296	CERTIFICATE	010.00		020.00	025.00	005.00						005.00		010.00	00075.00
79W297	PROGRAM COVER/INVITATION	030.00		050.00	030.00					020.00		010.00		025.00	00165.00
79W298	SIGNS	005.00			010.00				002.00			004.00		010.00	00031.00
79I277	AD FOR PAPER	015.00	001.00	020.00	015.00	005.00				015.00		005.00		010.00	00056.00
79R300	FLOOR PLANS	010.00			025.00					030.00		004.00		010.00	00089.00
79L301	CALENDAR	250.00	100.00	150.00	100.00	500.00				250.00		050.00		050.00	03700.00
79K302	FLYER	005.00		020.00	020.00					010.00		005.00		015.00	00075.00
79W303	BULLETIN BOARD	100.00		100.00	100.00					050.00		020.00		025.00	00395.00
79S304	FLYER	010.00	005.00	020.00	020.00							005.00		015.00	00075.00
79E305	BOOK COVER	015.00			040.00	025.00				010.00	010.00			015.00	00105.00
79M306	TRANSPARENCIES										001.00				00001.00
79B307	PROGRAM COVER	005.00		015.00	015.00							005.00		010.00	00050.00
79M308	SIGN	010.00			015.00					002.00		005.00		010.00	00042.00
79T309	SIGN	020.00		050.00	025.00			010.00		025.00				010.00	00140.00

LRC Graphics COST BREAK-DOWN BY JOB

1978-1979 C12

JOB NO	TYPE OF ARTWORK	LET/ COPY	PASTE UP	CON/ DESIGN	LAYOUT	MEC PREP	PMS	FIN ART	MOUNT/ LAMINATE	ILLUS	DUPE	MAT'L	ASSEM	CONSUL	TOTAL
79D310	TRANSPARENCIES											002.00			00002.00
79K311	ILLUSTRATIONS			025.00	015.00					050.00		002.00		010.00	00102.00
79K312	PROGRAM COVER	003.00		025.00	025.00	002.00				025.00		005.00		010.00	00100.00
79K313	BOOK COVER	004.00		025.00	030.00	005.00				020.00		006.00		025.00	00097.00
79D314	GRAPHS & BOOK COVER	025.00		050.00	250.00	100.00				050.00		010.00		025.00	00510.00
79M315	BROCHURES	008.00		040.00	030.00	005.00				030.00		004.00		010.00	00127.00
79M316	SIGNS	004.00			015.00	005.00				020.00		010.00		010.00	00064.00
79D317	Newspaper Art	020.00			025.00							005.00	025.00	025.00	00100.00
79P318	SIGNS	020.00			020.00			005.00				010.00		010.00	00065.00

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CCTV FACILITY

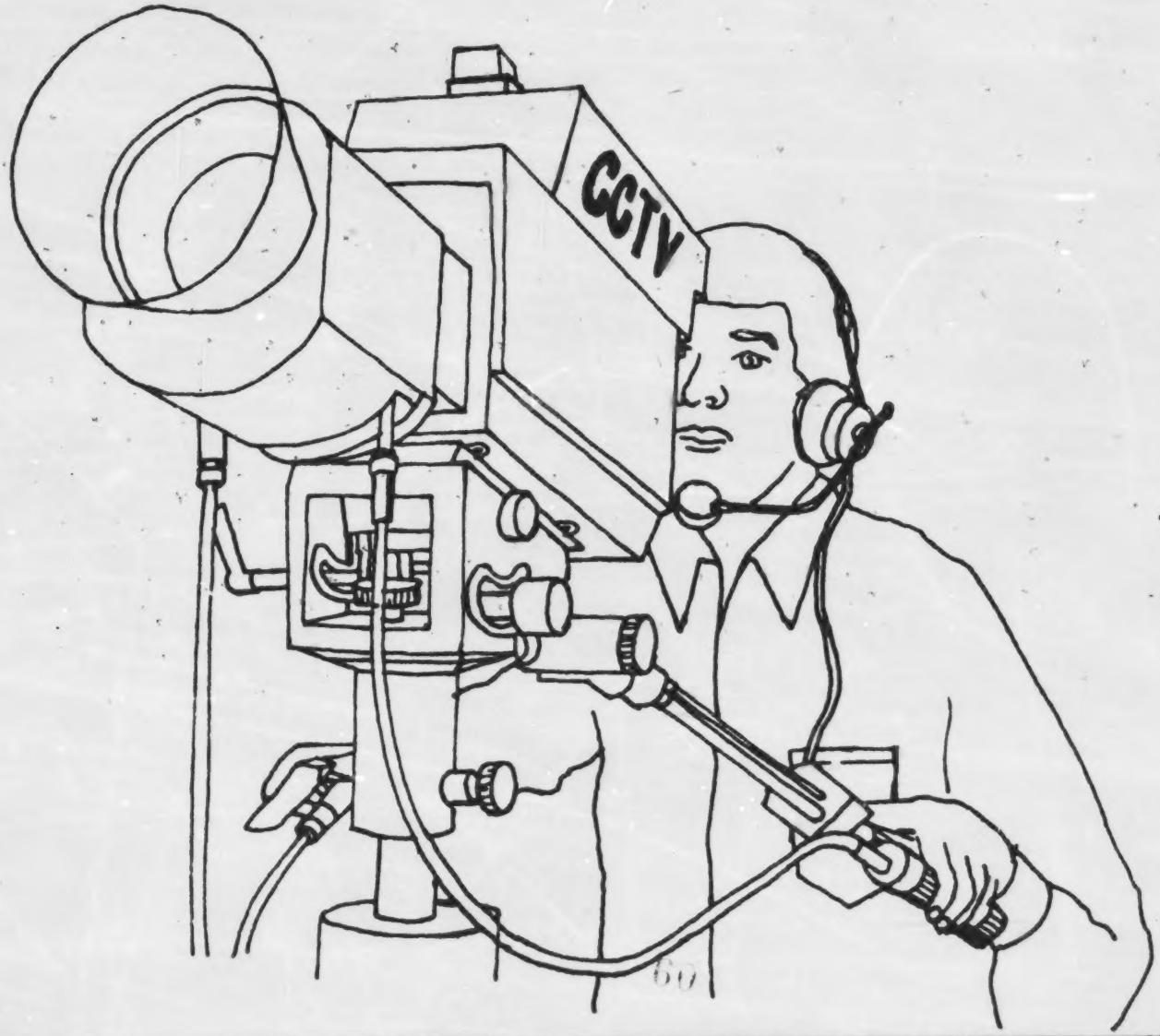
Today's students are aware of the fantastic potential of an on campus television system. After all, these students have grown up with television - it has been their baby sitter, prime educator, and constant companion all of their lives. They know television, frequently better than they know the printed word.

To be successful, the educator who works with these sophisticated young college students must also be aware of television's potential - technically, artistically, commercially, and educationally.

The Learning Resources Center's Closed Circuit Television facility, located in Room 102 of the Communications Building can provide for both a communications service of inestimable value for the entire campus and a unique educational opportunity. There is a need for final updating of the CCTV system and provisions made to link the North Carolina Central University campus to the television center by means of video cable. A well planned, professionally managed system can be utilized by all facets of the University, i.e. academic and nonacademic.

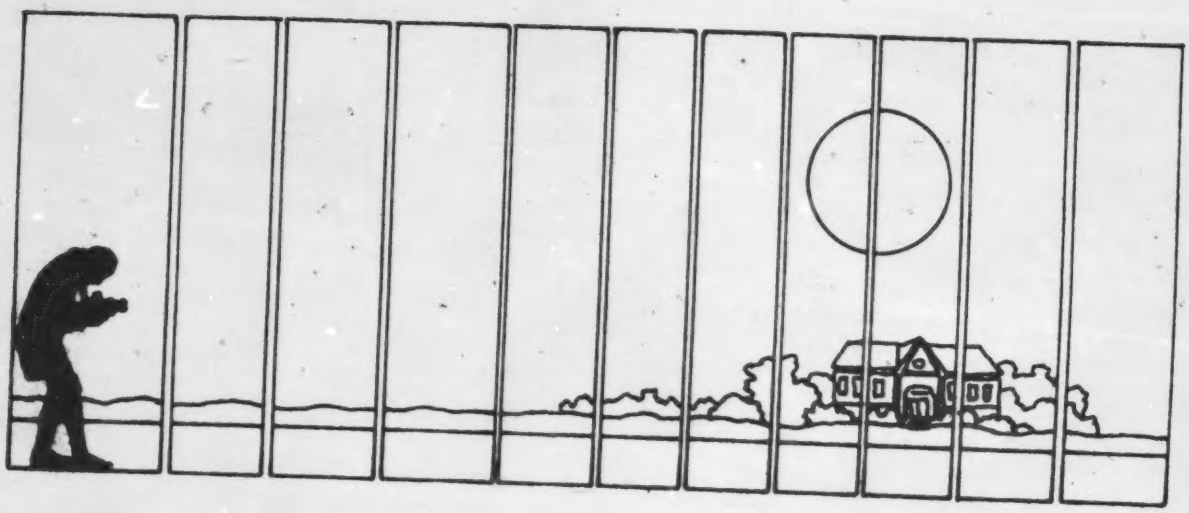
The production of a television course, "telecourse," is a serious, expensive venture. Without proper development and planning it can result in an unequivocal loss of valuable time and money. A successful telecourse requires well thought-out decisions relating to the selection of the course, its use, the talent, the course design, and the proper implementation of the production to fully realize the investment.

The selection of the course and the proposed use are inseparable considerations. The course must have a potentially large student audience or audiences with special needs. A general education course such as English, history, psychology or an introductory course such as business or art usually can justify the need for television lectures if handled properly. Course content can be developed around the existing syllabus, can be structured to meet unique needs of one's own students, and can utilize learning materials which are less sophisticated. The English Department has incorporated video-education in the past and is located on the third floor of the Communications Building to receive English telecourses in nine classrooms.



PHOTOGRAPHY

Photography is one of the many services of the Learning Resources Center, and is in itself an important service provided by the Center. To what degree the photographic services are extended depends upon the ability of those who make the request to supply the film and pay for commercial processing. The Center provides the equipment and expertise necessary to honor requests which pertain to the academic needs of this campus. This includes photocopy work, slide duplication, taking pictures for slide/sound presentations and consulting with students on various still and motion picture assignments.



Photographic Assignments - 35mm Slides/Copy Work/B&W prints etc. (Film supplied by department making request).

No. of Frames	Department
20	Academic Skills
36	Air Force ROTC
20	Art Dept.
60	Biology
72	Education
180	English
20	Helath Education
40	History
20	Law School
300	Modern Foreign Language
120	Sociology
272	Student Projects
1,060	

Although the following are not considered photographic, they were produced by Jermundson but not included in the LRC cost breakdown tables.

Transparencies prepared with the use of thermal process/Thermafax machine

96	Soc./Anthro.
104	Education
80	Health Education
14	Faculty Advising Service
10	Chemistry
26	Biology
20	History
15	Home Economics
148	English
60	Modern Foreign Language
10	Psychology
55	Student Project
588	

SECTION IV. STAFF DEVELOPMENT

The staff of the Learning Resources Center provides consultation services to students, faculty, and the administration of the University. We, the staff, are also involved in inservice workshops on media utilization and a variety of services to the community.

Faculty

MARVIN E. DUNCAN

Publications

"Pictures That Teach," American Teachers Association Bulletin, Vol. 37, No. 3, March, 1964, pp. 12-15.

Co-author of Student-Made and Teacher-Made Pictures, Ann-Arbor, Michigan: Edwards Brothers, 1965.

"Eight Millimeter Continuous Loop Films," North Carolina Teachers Record, Vol. 37, No. 1, January 1967, pp. 16-17; 31.

"Media Strategies and Methodology," Achievement and Promise, Six Institutions' Consortium, March 29-31, 1973, pp. 77-83.

"Instructional Development: Some Concerns," Audiovisual Instruction. Vol. 23, No. 3. March 1978. pp. 57-60.

"The Intricacies of Instructional Development," Chapter in Instructional Development: The State of the Art, (Edited by Ronald Bass and Barry Lumsden). Collegiate Publishers, Inc. Columbus, Ohio 43227, June 78.

"Let's Avoid Chaos," North Carolina Education, Vol. 8 No. 9. May 1978 pp. 16-18.

"Could It Happen" Audiovisual Instruction Vol. 23, No. 8, Nov. 1978 pp. 48-49.

Submitted For Publication

"Guided Field Experiences - A Must For Instructional Development Preparation"

"Problems Associated with the Professional Preparation of Media Personnel."

"Planning Instructional Change"

Research In Progress

"Expressed Attitudes of Select Groups of Public College and University Administrators in North Carolina Towards Instructional Development as a Function of: Years of Experience, Administrative Level, Size of Institution, and Type of Granting Institution" with Merriell A. Jay, Aaron Jermundson and Kenneth Clemmons. (I am the senior researcher)

"Attitudes Toward Educational Media: Implications for Educational Gerontology"

Other Experiences

Chairman, Faculty Senate 78-79
Faculty representative to All University Welfare Committee 78-79
Member, Planning & Budgeting Council 78-79
Member, Planning, Process Evaluation Committee 78-79
Member, Faculty Grievance Committee 78-79
Attended Board of Trustees meetings representing the Faculty Senate 78-79
Attended Administrative Council meeting representing Faculty Senate 78-79
Consultant, Winston-Salem State University November 1978 (Effective Media Utilization)
Chairman, Durham Cablevision Advisory Committee 78-79
(Appointed by Durham City Council, November 1977)
Special Consultant, Durham Technical Institute (For Communications Technology Program) 78-79
Member, Board of Governors, Edgmont Community Center 78-79
Member, N.C.C.U. recruitment task force 78-79
Member, Student Activities Fee Committee 78-79
Supervisor, Communications Building 78-79
Completed Units I and II of American Management Associations Course. New York, New York 78-79

JAMES E. PARKER

Publications (Books)

AN APPROACH TO PHOTOGRAPHY, Edwards Brothers, Inc., Ann Arbor, Michigan, 1960.

Monographs

COMMUNICATING QUANTITATIVE DATA: GRAPHS, Edwards Brothers, Ann Arbor, Michigan, 1960.

MEDIA RELATED TO THE BLACK MAN, available on microfiche through Educational Research Information Center (ERIC), National Council of Teachers of English Clearing House, 1969.

Articles

"The Teaching Objectives of a First Course In The Calculus," THE MATHEMATICS TEACHER, Vol. 37 (December, 1944), pp. 347-349.

"New Horizon For AV On The College Level," EDUCATIONAL SCREEN, Vol. 34 #9 (November, 1955), pp. 380-381.

"Audio-Visual Center," COLLEGE AND UNIVERSITY BUSINESS, Vol. 23, #4 (October, 1957), pp. 39-41.

"Visual Literacy for Minority Youth," AUDIOVISUAL INSTRUCTION, Vol. 14, #10 (December, 1969).

"Individualized Instruction: A Systems Approach," EDUCATIONAL BROADCASTING, Vol. 4, December, 1971, pp. 15-19.

The Application of the Instructional Systems Concept to a Course in Photography," THE NEGRO EDUCATIONAL REVIEW, Vol. 23, No. 1, (January, 1972), pp. 45-55.

Research

A SURVEY OF EXISTING STATE-WIDE AUDIO-VISUAL EDUCATION PROGRAMS WITH SPECIAL REFERENCE TO THE STATUS OF AUDIO-VISUAL EDUCATION IN STATE-SUPPORTED NEGRO COLLEGES, The Audio-Visual Bulletin No. 13, 1953, North Carolina College at Durham.

"An Assessment of the Attitudinal Climate for New Instructional Media Among Negro College Administrators," The Negro Educational Review, Vol. XIX, Nos. 3 & 4 (July-October, 1963).

Mr. Charles Brown, Assistant Director, teaches both graduate and undergraduate courses and is an Assistant Professor of Education. He received a Bachelors Degree from Winston-Salem State, a Masters Degree from North Carolina Central University.

Mr. Kenneth Clemons joined the LRC staff in the fall of 1978. He assists Mr. Jay in the design and production of graphics. Mr. Clemons graduated from North Carolina Central University with a Bachelors Degree in Visual Communications in 1970 and a Masters Degree in Educational Media in 1973. He was the audiovisual director at Durham College before coming to N.C.C.U.

Miss Carrie Davis, secretary, joined the staff in August, 1974. Prior to coming to North Carolina Central University, Miss Davis was secretary to John Lucas, Principal at Hillside High School. Miss Davis was elected "Secretary of the Year" for the Durham City School System in 1974. In addition to assisting the staff and students with "select" duplication services, she has learned a few production techniques (at her request) in order to lend a hand when the remainder of the staff is busy fulfilling previous requests. We are very fortunate to have Miss Davis on the staff.

Mr. Merriell Anthony Jay, graphic artist, joined the Learning ReSources Center staff in September 1975. Mr. Jay's experience and expertise have added a new capability with respect to what the Center can produce in the area of graphics.

Graphics which are produced by the Center have resulted in tremendous financial and time savings for both the Center and the University. Requests for graphics for faculty, staff, and administrators have increased more than 170% over the past academic school year. Most requests generally are in the academic and recruitment areas.

Mr. Jay engaged himself in consultation services related to graphics and media for members of the entire University family.

A graduate of NCCU in 1974 with a Bachelor of Arts degree in visual communications, Mr. Jay also received the Master of Arts degree in Media Technology in 1977.

Mr. Aaron Jermundson is in charge of projection and related services and performs a variety of media related functions for many departments on this campus. His undergraduate studies were at the University of Arizona and the University of North Dakota where he received a B.S. in Education. Mr. Jermundson has taken graduate courses at the University of Wisconsin and the University of North Carolina at Chapel Hill. In 1977 he received a Masters degree in Educational Technology at North Carolina Central University.

Mr. Clyde Moore, Sr., engineer/technician serves as technical director for our television program and repairs all types of equipment for the Center, academic and non-academic departments incouding dormitories. In addition, Mr. Moore assists with our television course and conducts workshops on equipment operation.

LOCATION OF THE CENTER AND ITS STAFF

The Learning Resources Center in addition to being a suite of offices in which the indispensable functions of storage, maintenance, distribution, video, production, duplication and control are carried on, is also in a very real sense a campus-wide organization. The Center has blended professional, clerical, artistic, academic and technical services within a physical arrangement of space located on the first and second floors of the new three-story Farrison-Newton Communications Building. The locations of the Communications Building (See Figure 1) on North Carolina Central University's campus and the two-floor layout (See Figure 2A and 2B) are illustrated on the following pages.

FIGURE I

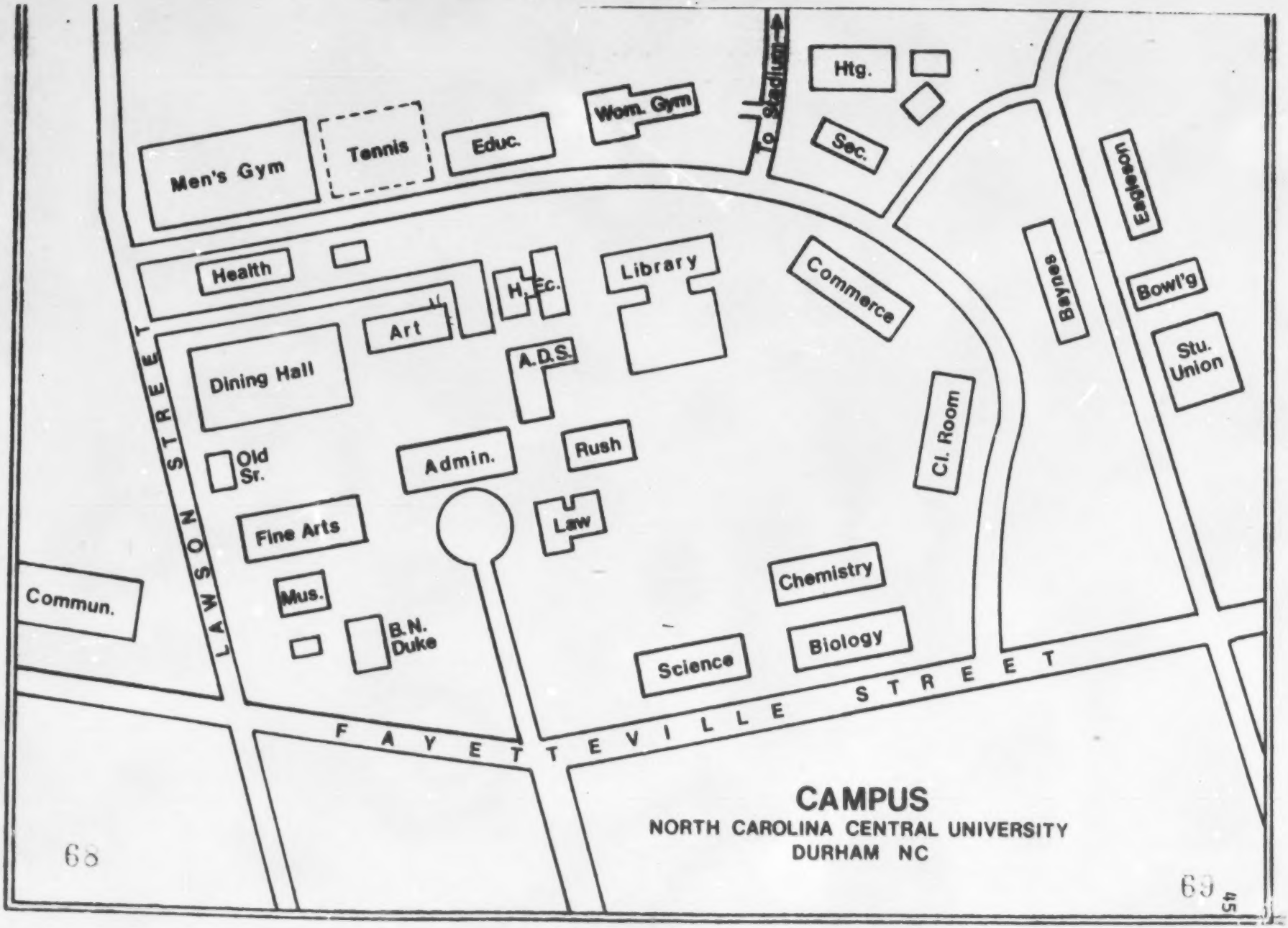

Men's Gym
Tennis
Educ.
Wom. Gym
To Stadium
Htg.
Sec.
Eagleson
Baynes
Bowl'g
Stu. Union
Health
H. Ec.
Library
Commerce
Art
Dining Hall
A.D.S.
Cl. Room
Old Sr.
Admin.
Rush
Fine Arts
Law
Commun.
Mus.
B.N. Duke
Chemistry
Biology
Science
LAWSON STREET
FAYETTEVILLE STREET
CAMPUS
NORTH CAROLINA CENTRAL UNIVERSITY
DURHAM NC

FIGURE 2A

LEARNING RESOURCES CENTER FACILITY
1st FLOOR

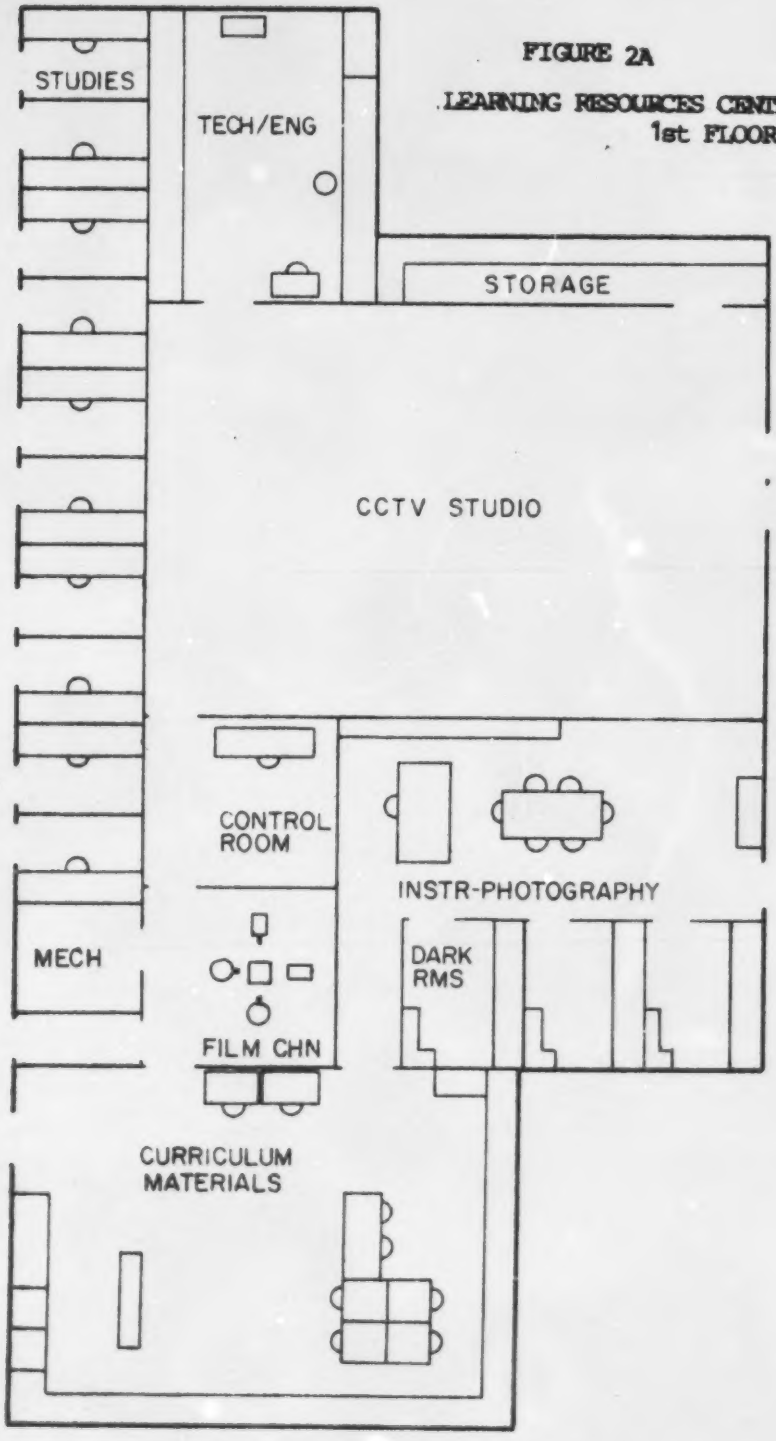
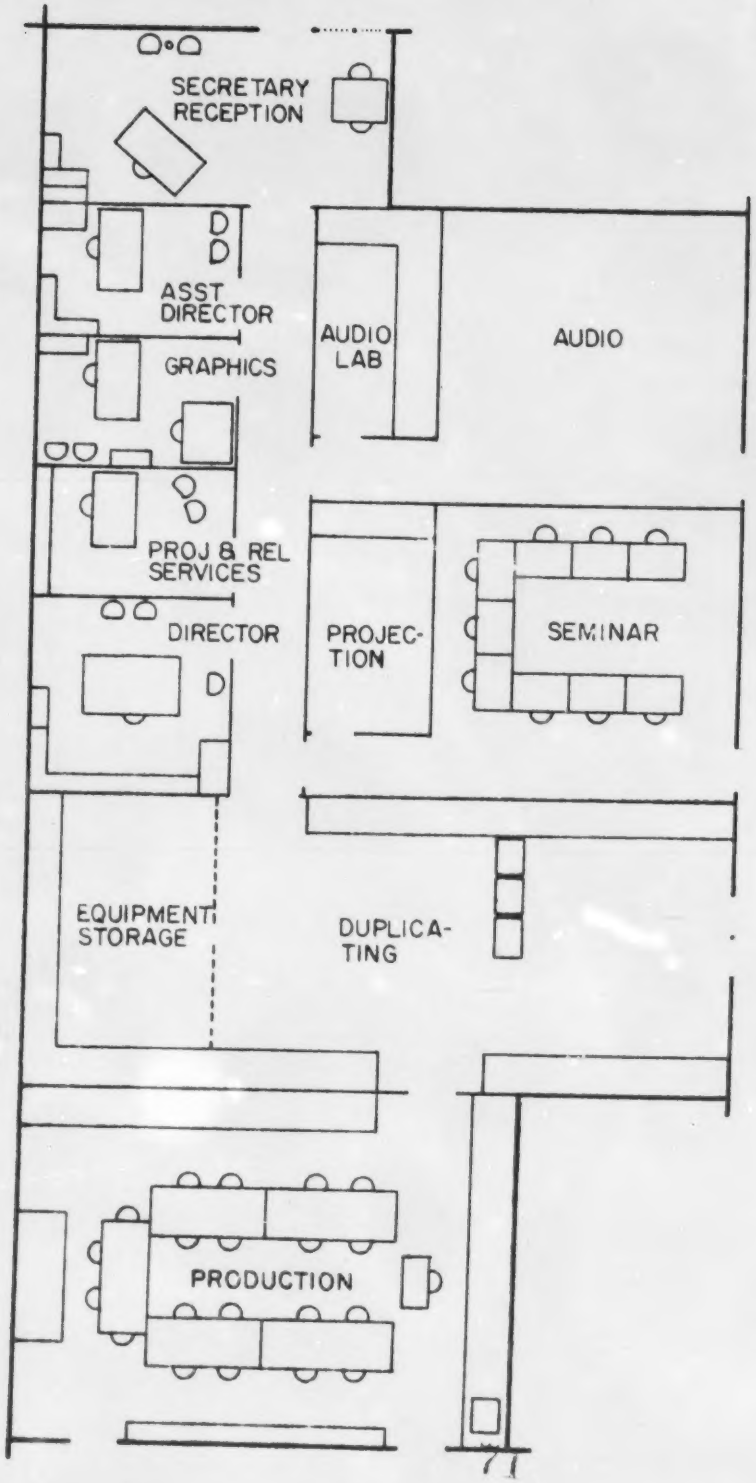


FIGURE 2B THE LEARNING RESOURCES CENTER FACILITY

2nd FLOOR



SECTION V

CONCLUSIONS AND RECOMMENDATIONS

The demand for media services provided by the Learning Resources Center personnel has increased greatly. The Center has had to deny totally or in part some requests due to a lack of an shortage in human and non-human resources. Locally produced graphic materials costs have made it necessary to propose that a charge for materials be made in order to offset the tremendous expense of production. Additional manpower, supplies, operating funds and communication devices are needed to accommodate the faculty, staff and students of this university.

The Learning Resources Center was extremely fortunate to have the service of two professional graphic artists who were assigned to the Center by means of AIDP funding. The quality and quanity of work provided met the majority of the requests submitted by the University members. The increased cost of raw materials and the demand for graphic services strongly indicate a need to incorporate measures to assist the Learning Resources Center in the handling of expenses involved in the production of materials. Graphic production has become one of the Learning Resources Center's strong points. Numerous projects and presentations have been greatly enhanced by including the charts, graphs, posters, lay-outs and other designed materials produced totally in the Learning Resources Center's facility. Much of the work created at North Carolina Central University is displayed throughout the State and even at national conventions where North Carolina Central University representatives are in attendance. Instructional materials which are produced locally provide a great savings to the various departments and institution compared to commercially prepared items. If production costs can be met with the assistance of additional financial help, the services can continue to be a positive factor in communications.

The various functions in the projection and related services area are desperately in need of student assistants who can provide leadership as well as perform tasks related to projection and related services. It would be extremely helpful to have the assistance of at least two graduate students who would be responsible to the Learning Resources Center for a time period in excess of the normal work-study assignments. A fellowship or assistantship granted to the particular individuals in exchange for their services could enhance operations and allow for an excellent training opportunity for the graduate student.

Presently the Learning Resources Center recommends to the majority of people who request media materials to select items available on campus (LRC; CMC - Shepard Library; Learning Center - Education Building) or choose from any of the lists provided by the free loan agencies. Other than those requests for cost rental films (which make up the majority of available films) few requests are denied because of lack of appropriate funds for obtaining materials. Universities the same size and smaller than North Carolina Central University in student enrollment usually have film/tape rental budget that exceed $1,000 per semester. We are limited to a budget that provides approximately $100.00 per semester for rental materials.

Over the past two years the Learning Resources Center has had to ask the Education, English, and Health Education Departments to assist us in supplying return postage for the many motion picture films and commercially produced video tapes we borrow, rent, or obtain for preview purposes. The media journalism film class requires approximately 40-50 dollars per semester for film return postage, insurance and special handling service but is greatly inconvenienced, subject wise, by having

to supply fifty dollars worth of postage each year in order to continue receiving approximately 100 film titles per year from the state film libraries located in Raleigh. Because of the limited postage budget we have often indirectly discouraged rather than encouraged potential users of free and cost temporary loan media materials. An adequate postage budget should be allocated in order to honor an ever increasing request for low cost and free loan films and materials North Carolina Central University hopes to become actively engaged in some form of campus television distribution system.

The requirements of physically equipping the campus by means of a Closed Circuit Television facility will depend upon our instructional and communicative television goals. The persons in charge of such an operation should be aware of all the options to be considered prior to a committment. The University can continue to secure financial assistance to purchase video hardware and monies for various installations and still have a system that is not functionable and that brings up the question of engineering capability. A professional to oversee the production and keep the gear working is essential in a television plan as proposed at North Carolina Central University. The state of the electronic art is now so advanced that only a qualified engineer can handle the many complex problems that arise in a multi-camera production studio such as the one in Room 102 of the Communications Building. To weaken this potential by putting an inexperienced person in charge is a tragic waste. And to settle for less is to shortchange the system and the potential users of the system, namely students and faculty.

Telephone communications play a major role in the Center's operation. Incoming and outgoing calls constantly keep the flow of communications at a maximum. With five people operating a variety of academic and service functions on two separate telephone lines, the total effectiveness of the Center is not fully realized. In addition to the 683-6218 and 683-6016 numbers a third line should be provided and a multi-line telephone receiver unit be placed in each of the five offices housed on the second floor (room #238) Learning Resources Center facility.

In view of the preceeding explanations, it is therefore recommended that:

1. The university entertain the thought of attaching fees for the graphic production services provided by the Learning Resources Center. Such fees would allow the Center to replace expendable materials. (See appendix for a recommended charging system).

2. Graduate fellowships or assistantships be granted to at least two graduate students who will be assigned to the Learning Resources Center. The full-time graduate students would assist in various service functions provided by the Center.

3. The Center be given an increased budget to better accommodate film rental requests by the university faculty be considered and adequate provisions be made for postage to return all free-loan and cost-rental films.

4. That a full-time professional video engineer familiar with the CCTV system proposed at North Carolina Central University be employed to furnish our University the proper maintenance skills for the various video and television related equipment. He would also head the CCTV production studio and be assigned as an integral part of the Learning Resources Center's staff.

5. The telephone communications system in the Learning Resources Center second floor favility (Room #238) be changed to incorporate a third telephone line and allow for multi-line telephone units to be placed in each of the five offices now utilizing the telephone services.

6. As of June 1978 a delivery vehicle was used to distribute and retrieve numerous items related to media and the Learning Resources Center. A two-way radio "walkie-talkie" communications system should be implemented into the delivery-retrieval procedure. The designated operator of this delivery van could be easily contacted and redirected to another location in need of the services provided by the Center. Also, the assigned delivery personnel can contact immediately the Center for information should the need arise. The portable two-way system would bring about an optimum utilization of the Learning Resources Center staff's time, with a minimum amount of time spent getting materials and equipment to the instructional staff on campus and retrieving these materials and equipment to the Center.

7. The professional staff be given SPA or tenure track positions. At present, three members of the staff are employed with AIDP funds. Should these funds be unavailable next year, it is very likely that these persons will have to seek employment elsewhere. The loss of any one of these individuals will severely cripple our service function. Should all of these persons leave the staff, the service function would no longer exist.

Concluding Remarks

The Learning Resources Center continues to grow particularly in terms of acquisitions, production capabilities, and services rendered to faculty, staff and students. If the recommendations itemized above are implemented, the Center will be able to perform its present functions at a higher level of effectiveness and thereby make a more substantial contribution to all publics of the University.

APPENDIX

STATE OF NORTH CAROLINA

JAMES B. HUNT, JR.
GOVERNOR

SARAH T. MORROW, M.D., M.P.H.
SECRETARY

DEPARTMENT OF HUMAN RESOURCES
Division of Health Services
P. O. Box 2091 Raleigh 27602

HUGH H. TILSON, M.D.
DIRECTOR

March 27, 1979

Dr. Cecil Patterson
Dean of Academic Affairs
North Carolina Central University
Durham, NC 27707

Dear Dr. Patterson:

Although I am sure you are aware of the tremendous value and high esteem you must have for one of your employees, Mr. Aaron Jermundson, I would like, however, to express an appreciation and concern for this valuable person in your organization. I can think of no other person who has been of more service to the Film Library than has Aaron. I also know of the value he has been to North Carolina Central University. I can depend on him 100% to help me with the many problems that arise with your various personnel borrowing films from this office and failing to return them on schedule. All I have to do is call Aaron, give him the facts and the films are returned immediately.

In my opinion, should it become necessary for you to lose his service, it would be a tremendous loss not only to North Carolina Central University but to the Film Library and all the personnel at both your University and the Film Library.

I would like, therefore, to recommend that every possible effort be made which I am sure you will make any way to retain the service of this valuable employee.

Sincerely yours,

Roger G. Whitley, Supervisor
Film Records & Equipment

RGW:mb

NORTH CAROLINA CENTRAL UNIVERSITY
DURHAM, NORTH CAROLINA 27707

LEARNING RESOURCES CENTER

April 5,1978

Mr. George Thorne
Vice-Chancellor for Financial Affairs
North Carolina Central University
Durham, North Carolina 27707

Dear Mr. Thorne:

The faculty and staff of the University requests for graphics has increased more than 200% over the past academic school year. Graphic requests are mainly for signs, charts and diagrams, transparencies, recruitment brochures and mounting and laminating. The increased demands for this service resulted in the expenditure of a large amount of funds for expendable materials i.e., lettering materials, poster board, illustration board, graphic film, etc., an increase of more than $750 over the 1975-76 school year. Many of these materials are used in the Learning Resources Center's instructional program. In order to ensure that materials are available for instructional program, it is necessary for the university to charge a small fee for materials.

I recommend therefore, that administrators, faculty and staff be charged a nominal fee for materials only. A system of charging similar to the one used by the Duplicating Center seems appropriate for our situation. This would eleminate the actual transaction of cash.

I thank you in advance for your assistance and cooperation.

Sincerely,

Marvin E. Duncan, Director

MED/cd

cc: Mr. Marmoy Harrison, Comptroller

NORTH CAROLINA CENTRAL UNIVERSITY
DURHAM, NORTH CAROLINA 27707

OFFICE OF THE CHANCELLOR

May 30, 1978

Mr. Clyde Moore, Technician
Learning Resource Center
North Carolina Central University
Durham, North Carolina 27707

Dear Mr. Moore:

This is just a note to express my deep appreciation and thanks for the contributions which you made to a very successful 1978 Commencement weekend. The entire series of activities was a grand one and from all of the comments which I heard, graduates, parents, and friends, concurred.

With best wishes and again my sincere thanks, I am

Very truly yours,

Albert N. Whiting

Albert N. Whiting
Chancellor

/elbm

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UNIVERSITY OF NORTH CAROLINA
AN EQUAL OPPORTUNITY EMPLOYER

NORTH CAROLINA CENTRAL UNIVERSITY
DURHAM, NORTH CAROLINA 27707

May 31, 1978

Mr. Clyde Moore
North Carolina Central University
Durham, North Carolina

Dear Mr. Moore:

Just wanted to let you know that your cooperation and help with the activities for the 1978 Commencement was most appreciated. Your support contributed greatly to the success of the occasion. We have received many favorable comments.

Yours truly,

B. T. McMillon

B. T. McMillon, Chairman,
Commencement Planning Committee

NORTH CAROLINA CENTRAL UNIVERSITY
DURHAM, NORTH CAROLINA 27707

RESIDENCE OPERATIONS

October 24, 1978

Mr. Clyde Moore
Learning Resource Center
North Carolina Central University
Durham, North Carolina

Dear Mr. Moore:

The Homecoming and Reception Committee would like to take this opportunity to thank you for your help in planning and carrying out the various activities during our Homecoming. Without a doubt, your assistance with the activities helped to make the Homecoming a success.

Again, we are most appreciative for the help that was rendered.

Thank you in "Truth and Service."

Sincerely,

Shirley M. Green

(Ms.) Shirley M. Green
Co-Chairperson
Homecoming & Reception Committee

Denise Clark

(Ms.) Denise Clark
Co-Chairperson
Homecoming & Reception Committee

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UNIVERSITY OF NORTH CAROLINA

NORTH CAROLINA CENTRAL UNIVERSITY
DURHAM, NORTH CAROLINA 27707

LAW SCHOOL
OFFICE OF THE DEAN

MEMORANDUM

TO: Mr. Clyde Moore
FROM: H. E. Groves, Dean
DATE: November 10, 1978

I wish to express my appreciation for your generous assistance on the several occasions of my use of your equipment this term.

HEG:g

NORTH CAROLINA CENTRAL UNIVERSITY IS A CONSTITUENT INSTITUTION OF THE UNIVERSITY OF NORTH CAROLINA

ESTIMATED PRICE LIST FOR MATERIALS

		2" x 4" - 9" x 12"	9" x 12" - 17" x 22"	17" x 22" - 28" x 44"	24" x 44" & up
Banner	Paper	$0.10-$0.50	$0.50-$0.75	$0.75-$1.50	
	Canvass	$0.35-$2.00	$2.00-$3.00	$3.00-$3.00	
Book Cover	Bond	$0.66-$0.52	$0.52-$2.00	$2.00-$5.00	
	Illustration Board	$0.10-$1.02	$1.02-$5.00	$5.00-$8.00	
Brochure	Bond	$0.06-$0.52	$0.52-$2.00	$2.00-$5.00	
	Illustration Board	$0.10-$1.02	$1.02-$5.00	$5.00-$8.00	
Chart	Bond/Chart Stock	$0.03-$0.10	$0.10-$0.25	$0.25-$0.50	
	Illustration Board	$0.05-$0.15	$0.15-$0.35	$0.35-$0.75	
Display	Paper				
	Wood/Canvass				
Illustration	Bond	$0.06-$0.52	$0.52-$2.00	$2.00-$5.00	
	Illustration Board	$0.10-$1.02	$1.02-$2.52	$2.52-$5.50	
Illus. Mod.	Bond	$0.06-$0.52	$0.52-$2.00	$2.00-$5.00	
	Illustration Board	$0.10-$1.02	$1.02-$2.52	$2.52-$5.50	
Laminating	Heat Process	$0.05-$0.20	$0.20-$0.40	$0.40-$0.80	
	Cold Process	$0.10-$0.40	$0.40-$0.80	$0.80-$1.60	
Logo	Bond	$0.06-$0.52	$0.52-$2.00	$2.00-$5.00	
	Illustration Board	$0.10-$1.02	$1.02-$5.00	$5.00-$8.00	
Mounting	Wet Process	$0.05	$0.05-$0.10	$0.10-$0.25	
	Dry Process	$0.02-$0.06	$0.06-$0.12	$0.12-$0.36	

		2 " x 4" - 9" x 12"	9" x 12" - 17" x 22"	17" x 22" - 28" x 44"	24" x 44" & up
Poster	Camera Ready	$0.02-$0.12	$0.12-$0.24	$0.24-$0.72	
	Finished	$0.02-$0.06	$0.06-$0.12	$0.12-$0.36	
Sign XL	Poster Board or Illustration Board	$0.02-$1.25	$1.25-$2.50	$2.50-$5.00	
Sign EB	Ebosograf or Illustration Board	$0.02-$1.00	$1.00-$2.00	$2.00-$4.00	
Sign FH-MD	Poster Board	$0.02-$0.25	$0.25-$0.50	$0.50-$1.00	
Slides, ea.	2"x2" Color	$.40			
Stationery head	Bond	$0.02-$0.52			
	Illus. Board	$0.10-$1.02			
Trans-parency ea.	Overlay	$0.17			
Trans-parency	Diazochrome	$0.30			

Certificate of Recognition

Awarded to

MR. AARON J. JERMUNDSON AND STAFF

In recognition of

DEVOTED and INVALUABLE SERVICES

rendered to Alfonso Elder Student Union

Dated this 5th *day of* May *19* 79

Presented by:

THE ALFONSO ELDER STUDENT UNION

Thurman Prescott

DIRECTOR OF STUDENT UNION